

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

NOVEMBER 1958

Why We Went into Foreign Cars
page 31

Whys of the Mechanic Shortage
page 33

New Vigor
page 41

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BOND-O DIVISION, JAYCEE CHEMICAL CORP., NORTHFORD, CONN.

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Volume 38

Number 11

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**Take Advantage of this Big
Special Today. Offer Expires
December 31, 1958.**



**ask
your
jobber
, salesman**

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 38

NOVEMBER 1958

No. 11

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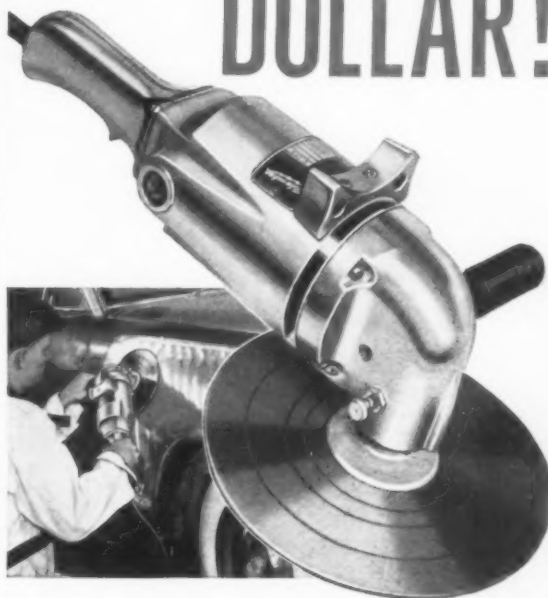
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SOUTHERN AUTOMOTIVE JOURNAL for November 1958

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Milwaukee

\$87⁵⁰

7" diameter model U-177

9" diameter model U-199 \$92⁵⁰

Heavy-Duty... Perfectly Balanced SANDER-GRINDERS

With Exclusive Coaster-Brake Drive
that DOUBLES GEAR LIFE

- ✓ For Sanding . . . Grinding . . . Wire Brushing
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32 oz., self dispensing container slips easily into locker, tool box or glove compartment.

New convenience and utility make new Liquid DL perfect for mechanics' use... Ideal profit item for resale to service customers, too.

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AUTOMATIC
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WATERLESS LIQUID
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USED WITH OR WITHOUT WATER

NEW, REVOLUTIONARY LIQUID DL
"OUT-DATES" AND "OUT-CLEANS" ALL OTHER
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Dissolves and lifts out dirt. Instantly and gently removes grease, grime, tar, paint, gasket cement and other tenacious soil and stains other hand cleaners can't touch.
- CONDITIONS HANDS AS IT CLEANS
Contains Lanolin and many other skin-conditioners to keep hands soft, prevent dryness and chapping... Hexachlorophene G-11 for antiseptic protection to cuts, bruises and sores. Contains no abrasives.
- Used regularly will prevent the formation of ingrained grime.

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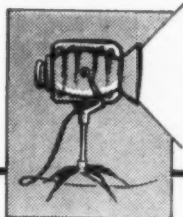
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Automotive **SPOTLIGHT**

November 1958

Heavy demands over the South for the '59's are birthing a lot of smiles. Assembly lines have momentarily broken up some of the Saturday night atmosphere for their masters as longer hours and six-days-a-week operations became the order of the day--and night--at some plants as guns were trained on doing something about the orders which have been backing up in dealers' showrooms.

Keystone to shop-customer satisfaction. That's an easy label to stick on some findings by Ford Motor Co. just announced. One summation from the survey (which embraced personal interviews with 1,062 new-car buyers and 448 dealers from whom the purchases were made): "Although dealers are found to be weak in some functions, quality of service is the only phase of operation which received direct criticism. The typical faults seem to lie more in failure to act than in doing things customers resent." And the survey's interpretation of this was: "Some customer-dealer friction would be removed by better quality in the cars they sell and better public relations in the service departments." The survey included Ford and several other popular makes.

The service market is on the up-and-up. Evidence of this direction comes from many sources, like the latest report of Grey-Rock Division of Raybestos-Manhattan, Inc. Said Sales Manager James A. Wheatley, Jr., of this brake-lining firm: Sales for the first nine months of this year reached an all-time high. "I see no slackening in the pace that has been set by our organization. This is in spite of the fact that 1957 Grey-Rock sales set a new all-time record." Study the registrations table on page 36 and you can pretty well calculate what your service potential is doing in relation to the national average.

Replacement parts sales generally are up. AC Spark Plug Division of GM has announced record sales during the past 12 months--9.8% above the former high posted for the previous year. These sales included spark plugs, oil filters, fuel pumps and air cleaners--items easily sold by alert service personnel.

Foreign cars are bobbing along more prominently. Dean Chaffin of Bozeman, Mont., president of the National Automobile Dealers Association, told the Florida Automobile Dealers Association convention that registrations in Dade (Miami) County have jumped to 14% of the total for the first half of this year as against 5.4% 12 months ago. Miami isn't alone in this new venture, which may explain why Ford and GM are expected to roll out their brand-new small car a year or less from now. On page 31 a "Big Three" dealer tells why he decided to add a foreign-car line.

Is the grease rack to disappear? By 1968, maybe even by 1963, motorists won't have to bother with grease jobs, a marketing-research expert predicted Oct. 28. William M. Drout, Jr., manager of marketing economics for Esso Standard Oil Co., said that engineering advances since 1950 have already eliminated more than half of the grease fittings on new cars. Factories are working hard to be the first to develop such a car, Drout said.

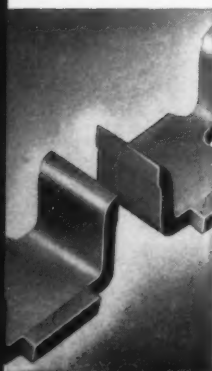
National wholesaler associations are a step nearer merging. Consolidation of National Standard Parts Association and Motor and Equipment Wholesalers Association into The Automotive Service Industries Association, Inc., has been approved by directors of NSPA and MEWA. The new group's board would have 27 directors--18 wholesalers and nine manufacturers--with separate wholesaler and manufacturer divisions. "It is hoped" the plan to effectuate this step "may be presented" to the conventions in mid-February, the announcement said.

**This ring
does more for you
than any other
introduced
in the
last
decade!**



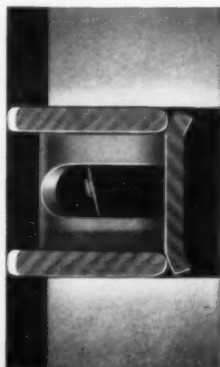
SS-50U
U. S. Patent
No. 2,789,872

TWO FEATURES MOST WANTED BY MECHANICS



Proper axial pressure of the side rails against sides of grooves assures side-sealing—even under high vacuum conditions of deceleration.

Circumferential abutment type design makes the ring independent of the contour and depth of piston groove. It exerts its pressure uniformly... conforms more readily to the bore. Chrome-plated steel side rails for more than double normal life. They seat instantly.



**Sealed Power's New
Stainless Steel Oil Ring**

No other oil ring holds full tension at engine operating temperatures. This oil ring resists sludging or clogging. All these features are Sealed Power exclusives because only Sealed Power uses austenitic stainless steel!

The Stainless Steel Oil Ring is featured in KromeX sets for engines which require super oil ring performance.

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST FOR RE-RING!

BEST FOR RE-BORE!



Automotive MARKETS

Tire Sales to Set New Record Again

SALES of replacement tires in 1959 should exceed 60,000,000, setting a new record, despite the record being set this year.

That's the belief of Board Chairman H. E. Humphreys, Jr., of United States Rubber Co.

He told the annual convention of the National Tire Dealers and Retreaders Association at Los Angeles last month:

Sales of passenger tire replacements this year are expected to set a new record of 58,000,000 units—1,400,000 above the record in 1957.

In 1959, he said, more than 60,000,000 will probably be sold.

The retreading end of the business is also booming, Humphreys pointed out, with a new record of 26,000,000 retreaded passenger tires expected this year and further increases projected for the years ahead.

There are about 53,000,000 passenger cars on the road today, he said, compared with 51,500,000 a year ago. He predicted a further increase of 15 to 20% in automobile population in the next five years.

"All this adds up to a great future opportunity for the tire dealer," he declared. "If this isn't a recession-proof business, it is about the nearest thing to it I have ever seen. I would say that there is enough replacement tire business ahead for all the people now in it—and more. There's room for all, each prospering in that phase of the replacement market which he is best adapted to handle."

Rambler Dealers' Orders Double Last Year's

A RECORD \$203 million in Rambler orders—double a year ago—has been reported by American Motors Corp., prompting a 13% increase in 1959-model production. (Orders received by other factories were also far surpassing the comparable '58 experience.)

Deliveries to customers during the first ten days of October were up 227% over a year ago, according to Roy Abernethy, automotive distribution and marketing vice-president, who said the total for that period was 8,395 against 2,564 in the comparable period of 1957.

Abernethy said U. S. dealers have ordered 72,400 Ramblers for the period up to Nov. 30, more than double the 35,607 orders at that time last year.

Scheduled output at the Kenosha and Milwaukee, Wis., plants has been increased from 1,020 units per day to 1,150, or approximately 13%.

The company has been operating on a two-shift, six-day work week since shortly after 1959 models went into production the

last week in August, according to E. W. Bernitt, vice-president of automotive operations. He said plans call for 100,000 '59 models by the end of December, compared with 51,322 in the comparable period of last year. Entire Rambler production in the 12 months of the 1957-model year totaled 84,699.

Orders for M-E-L Cars Exceed \$140 Million

ORDERS for the 1959 Mercury, Edsel and Lincoln cars placed by dealers by mid-October—weeks ahead of the public showings—totaled \$143,000,000, M-E-L General Manager Ben D. Mills asserted at a press conference at Dallas, Texas.

"Our backlog of dealers' orders actually is more than we can build through November," Mills said. "This deluge of dealer orders is causing us to review our production schedules, which already include overtime work, to make sure we build all the cars we can in the introductory period."

Predicting that the automobile industry "will have a considerably better year in 1959," Mills said

"the new Mercury, Edsel, Lincoln and Continental models recognize the practical considerations and demands of the American consumer which have been voiced this year."

One of the most encouraging notes for Edsel's future, he said, "is the fact that there will be almost 80% more dealers selling America's newest car this fall than there were when it was introduced in September of 1957."

875,000 New Trucks Forecast for '59

PREDICTING that 875,000 new trucks will be registered in the domestic market in 1959, H. P. Sattler, Chevrolet assistant general sales manager, said the figure would represent about a 16% increase over predicted 1958 registrations and two per cent over 1957 figures.

In a speech before the 11th annual convention-exhibit of the Truck Body and Equipment Association, Sattler pointed to many things which would help increase truck sales, such as special bodies and equipment, in the years to come. Other factors include the mounting highway construction program, mass population exodus to the suburbs, rapid increase in population, the continued gain in national products and mounting family incomes.

The opportunity for the sale of special truck bodies and equipment was emphasized by the Chevrolet executive when he said that one-third of the trucks made this year by Chevrolet required the installation of a special body or special equipment of some type made by another company, before they could be used by the purchaser. Special equipment of some kind was required by the other two-thirds, he said.

Changes in distribution are creating additional uses for special truck bodies, Sattler said, giving as an outstanding example the increased use of refrigerated trucks for delivery of many types of frozen foods.

NOW...

a great new RATCHET design!

It Has
**WEDGE
ACTION**!



12-tooth pawl actually engages 20% of the 60-tooth ratchet to give the strongest locking action ever in the direction of force!—yet, disengages FAST for a free-swing ratcheting return.

Unit assembly simplifies maintenance. Complete ratchet renewal kit permits easy, do-it-yourself replacement—if ever required.



Light twist of the finger-tip fitted switch quickly reverses ratchet.

with *New Britain's* POWERFUL 12-TOOTH PAWL ENGAGEMENT!

This new, revolutionary design is based on sound engineering principles proved not only in the laboratory, but **ON-THE-JOB**. The positive wedging action of the precision 12-tooth pawl, engaging a 60-tooth gear is so rugged that, even after a quarter million heavily-loaded test pulls, production models showed *no measurable wear*. And, the exact fit of all components gives more even load distribution, regardless of resistance.

You'll like the smaller head and the short swing that speed up work in closest quarters. For example, the 1/2" drive Ratchet takes hold with less than an inch of motion at the handle. Plus, there's a friction-free Teflon seal that keeps lubricant in and dirt out. Available in all popular drives from your Jobber. Call him TODAY!

New Britain



THE NEW BRITAIN MACHINE CO.
NEW BRITAIN, CONN.

HAND TOOLS



Automotive NEWS BRIEFS

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
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Looking Ahead

DEALERS

- Nov. 16-18 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Nov. 16-18 — Annual convention of National Independent Automobile Dealers Association, Edgewater Beach Hotel, Chicago.
- Jan. 31-Feb. 4 — Annual convention of National Automobile Dealers Association, Conrad Hilton Hotel, Chicago.
- Feb. 22-23 — Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- March 22-24 — Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.
- May 10-12 — Annual convention of Georgia Automobile Dealers Association, Atlanta Biltmore Hotel, Atlanta.
- May 17-20th annual convention of South Carolina Automobile Dealers Association, embarking from Charleston for cruise to Nassau.
- Jan. 30-Feb. 3, 1960 — Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.

GARAGEMEN

- Feb. 20-21 — Mid-year meeting of directors and advisory council of Independent Garage Owners of America, Pick-Congress Hotel, Chicago.
- June 24-27 — Annual convention of Independent Garage Owners of America, Albany Hotel, Denver, Colo.

WHOLESALEERS

- Nov. 28 — Annual convention of Georgia Automotive Wholesalers Association, Biltmore Hotel, Atlanta.
- Feb. 2-5 — Automotive Accessories Manufacturers of America exposition, Coliseum, New York City.
- Feb. 7-8 — Annual convention of Automotive Wholesalers of Oklahoma, Municipal Auditorium, Oklahoma City.
- Feb. 15-17 — National convention of Motor and Equipment Wholesalers



Joe Blank, extreme left, the De Soto-Dodge-Chrysler-Plymouth dealer at West Palm Beach, is the new president of the Florida Automobile Dealers Association, succeeding Marion G. Nelson (in center above) of Panama City. James L. Ferman (right above) of Tampa is the new first vice-president, succeeding Blank. The new secretary-treasurer is Charles B. Tutan (right) of Miami. They took office at the annual convention held at the Eden Roc Hotel at Miami Beach Oct. 19-21. Walter C. Mallory is the veteran general manager.



- Association, Conrad Hilton Hotel, Chicago.
- Feb. 15-17 — Annual convention of National Standard Parts Association, Hotel Sherman, Chicago.
- Feb. 18-21 — International Automotive Service Industry Show, Navy Pier, Chicago.
- May 17-19 — Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Lookout Mountain, near Chattanooga.
- May 17-20 — Annual convention of Automotive Engine Rebuilders Association, Royal York Hotel, Toronto, Ont.
- Feb. 10-14, 1960 — Automotive Service Industry Show, Coliseum, New York City.
- March 24-27, 1960 — Southwest Automotive Show, Dallas, Texas.

GENERAL

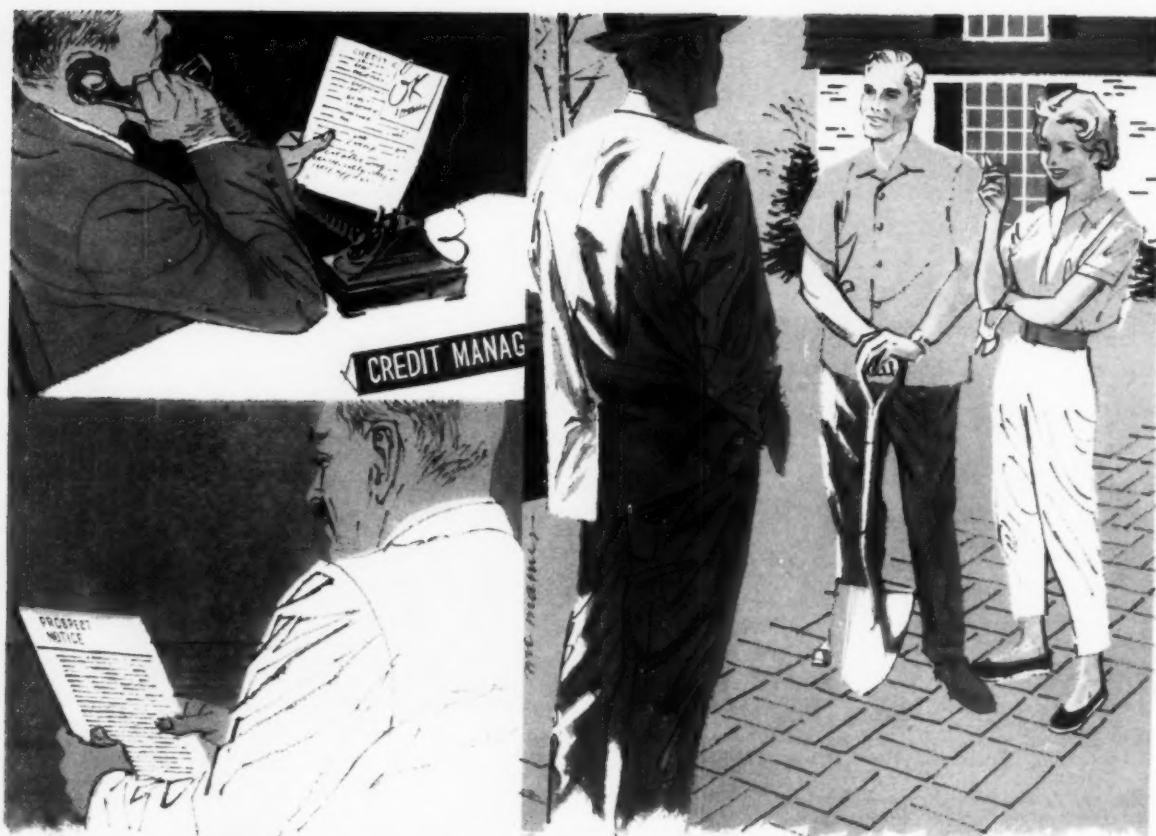
- Oct. 5-7 — Annual convention and exhibit of Truck Body and Equipment Association, Sherman Hotel, Chicago.
- Oct. 28-30 — 12th annual convention and trade show of Automotive Parts Rebuilders Association, Roosevelt Hotel, New Orleans.

Ford Advance Orders Top \$1 Billion

ADVANCE dealer orders for the 1959 cars and trucks have already totaled more than a billion dollars at retail and will necessitate overtime production at all Ford plants, according to Walter J. Cooper, Ford Division general sales manager.

"Automobile dealers," Cooper said, "know when the public is in a buying mood and what kind of products they will buy in volume. The fact that our dealers have received the 1959 line enthusiastically is a good sign not only for Ford but also for the industry and the national economy."

Some of the advance orders came from large fleet owners, he said, one order from the U. S. Post Office Department calling for 1,500.



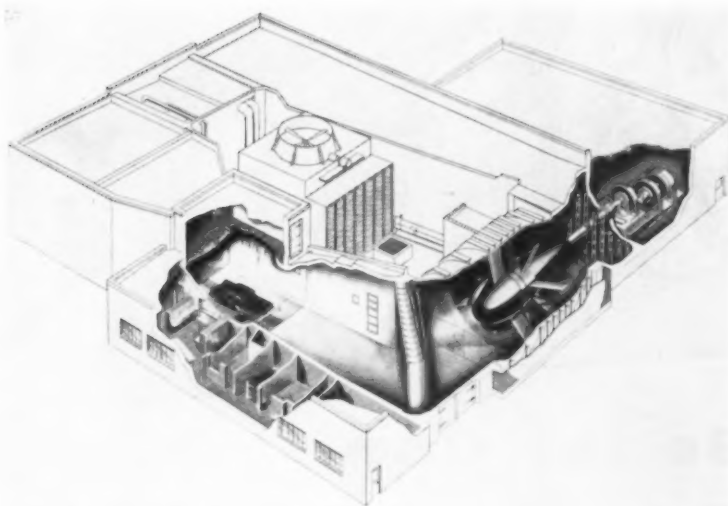
Plus Service for plus selling!

Helping you to more car sales and to keep present customers in your dealership—is one of our main objectives. Associates is a service organization . . . our very existence is linked with the welfare of each dealer we serve. From the time your customer is a "prospect" until he makes his final payment as a "satisfied and happy car owner," you can count on Associates service.

Granting delay-free approvals . . . gearing our service to your business . . . treating your customer fairly throughout repayment months . . . courteously handling any collection problem . . . sending you prospect notices when your customers are ready to repurchase . . . retaining your customer's goodwill for that next sale—all are part of Associates Pleasant Purchase Program—that pays off in plus sales and profits for you!



ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



Here's a partial cutaway view showing "Hurricane Road," Ford Motor Co.'s newest test facility at Dearborn, Mich. The giant five blade propeller, 24' in diameter, is able to create wind velocities up to 140mph and moves the air counter-clockwise. As the "fan" turns, it pushes air through the curved louvers into an expansion area. Another 90° turn at the far end (not shown) and the air passes through and around long finned tubes that either cool it to a zero-degree low or heat it to a 160° maximum. One more quarter-arc turn and it reaches the contraction area, literally squeezed to bring it up to desired speed before passing into the tunnel "throat" and over and around the test vehicle. To the left of the test car is the operator's console from which all temperature, humidity and terrain conditions can be created by pressing buttons.

Mississippians Will Hear Automotive Experts

FIVE men prominent in association, financial and manufacturing phases of the automotive industry will head up the list of speakers at the 17th annual convention of the Mississippi Automobile Dealers Association at the Buena Vista Hotel in Biloxi Nov. 16-18.

Those speakers are: Birkett L. Williams, Cleveland, O., Ford dealer and first vice-president of the National Automobile Dealers Association; James P. Taylor, Baltimore, Md., vice-president of Commercial Credit Corp.; Patrick J. Crowley, Detroit, Mich., director—dealer relations section of General Motors; Byron J. Nichols, Detroit, automotive sales group vice-president, Chrysler Corp., and Thomas J. O'Neil, Dearborn, Mich., member of dealer policy board of Ford Motor Co.

Others will include Pat McMullan, Jr., state comptroller of banks, who will speak on the new finance

law; Roy Adams, northern district, chairman of the highway commission, and Clayton Rand of Gulfport, popular afterdinner speaker, who will address the banquet gathering. W. T. "Buster" Brown of Greenville, MADA president, will report on activities and accomplishments of the association during the year.

Entertainment activities will feature a seafood jamboree, as well as a ladies' luncheon at the historic and beautiful Longfellow House in Pascagoula.

IGOA Directors Set Dates

The mid-year meeting of the directors and advisory council of the Independent Garage Owners of America will be held Feb. 20-21 at the Pick-Congress Hotel in Chicago, Executive Director Ralph H. James of Tulsa, Okla., announced. President is Ray Campbell of Denver, Colo., where the annual convention will be held June 24-27 at the Albany Hotel, Atlanta, Ga., may get the 1960 convention.

Telephone Hookup Heralds American Discount Unity

A 14-STATION telephone call last month announced unification under a single name of American Discount Company's branch offices at 22 locations in five Southeastern states.

The change in operating name for 14 branch offices formerly operating as Auto Finance Co. was made by President E. P. Latimer from company headquarters in Charlotte, N. C. In his speech to groups of automobile dealers, company employees, friends and stockholders at the various branch locations, Latimer predicted an increase of 15% in new-car sales over last year's figure. "It is our further prediction," he said, "that our company's volume will show an even greater increase."

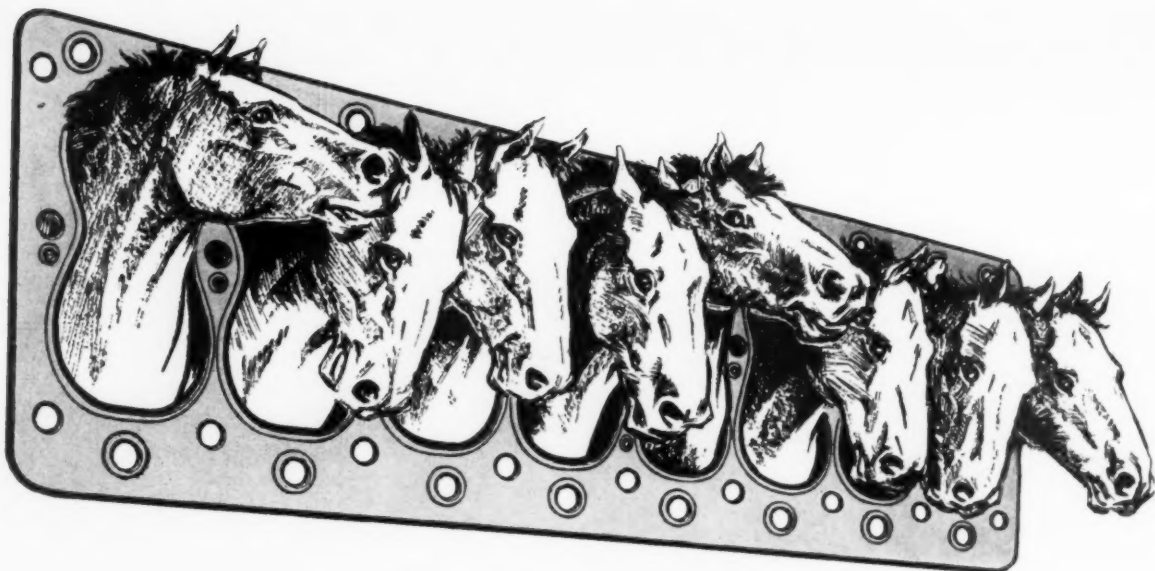
Oklahoma Garagemen Elect Loyd Sample

LOYD Sample of Loyd Sample's Auto Repair, Tulsa, was elected president of the Independent Garage Owners of Oklahoma at its recent annual convention.

First vice-president is Joe Ray of Joe Ray's Garage, Muskogee, N. E. Murphy is second vice-president; Marvin Collins, Norman, secretary, and Jerry Kenny, Lawton, treasurer.

Ted R. Evans, a native of Collinsville, Okla., has been named regional manager of Associates Investment Co.'s Lansing, Mich., region, according to Robert L. Oare, chairman of the board. Evans joined the company's Tulsa office as an adjuster in 1946 and has been branch manager at Oklahoma City since 1953.

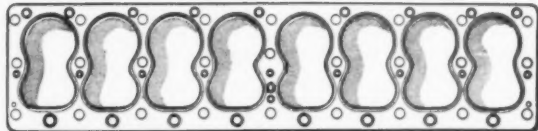




Better use **FITZGERALD GASKETS** To "Harness those horses"

We've been making gaskets for cars, trucks and buses ever since by-standers were advising motorists, "Get a horse." They sure have them today . . . the power of up to 375 horses or more beneath their hoods.

These "horses" can deliver their full power only so long as the gasket does its duty. When you use Fitzgerald Fused-Aluminum Steel and Asbestos



Gaskets, you can be sure that you'll "keep the horses harnessed."

Stocked by leading jobbers throughout the nation . . . many consistently with us over 30 years.



**THE FITZGERALD
MANUFACTURING COMPANY**
TORRINGTON, CONNECTICUT

Branches and Warehouses
1120 South Olive Street, Los Angeles, California
2701 South Wells Street, Chicago, Illinois
Canadian FITZGERALD Ltd., 49 Niagara Street, Toronto, Canada

ALSO . . . OIL SEALS • CORK GASKETS • FITZ-RITE TREATED FIBER GASKETS FOR OIL, GASOLINE AND WATER CONNECTIONS • COMPLETE SETS FOR MOTOR REBUILDERS.

Southerners Will Share Spotlight At NADA Meeting Next February

THREE well-known Southeastern automobile dealers will appear on the program of the 42nd annual convention of the National Automobile Dealers Association in Chicago Jan. 31-Feb. 4.

John H. Lander, Dodge-Plymouth-Simca dealer of Atlanta, Ga., and NADA treasurer and director, will chairmen a pre-convention session on Sunday, Feb. 1, in the Grand Ballroom of the Conrad Hilton Hotel, during which a panel presentation, "Are Imported Cars Here to Stay?", will feature James C. Downing, Atlanta, Ga., president of Southeastern Sports Car Center and member of the NADA industry relations committee, and NADA Director Paul R. Lauritzen, Rambler dealer of Richmond, Va. A third panel member will be Paul Herzog, NADA director of research.

(Lauritzen and Lander are past presidents of their state dealer associations and Downing is a past president of what was then called the National Used Car Dealers Association and is a former vice-president of the Georgia Automobile Dealers Association.)

The convention, with the theme "A Profitable Industry Serves America," will get under way Saturday, Jan. 31, with a pre-convention service session chairmanned by Frederick M. Sutter, Columbus, Ind., past president of NADA, on "How to Use Sell in Your Service Department." Leo Durocher, vice-president of National Broadcasting Co. and famous sports figure, will address the group on "Putting the Spirit of Team Play into an Organization."

At the opening general session Feb. 2, NADA President Dean Chaffin, Bozeman, Mont., will give his report, to be followed by the keynote address, "The Outlook for Your Business in 1959," by Meryle Stanley Rukeyser, American economic commentator and analyst of national and world affairs.

The afternoon session will feature a dramatic presentation, "How Much Does It Really Cost You to



Top: John H. Lander
Center: James C. Downing
Above: Paul R. Lauritzen

Sell an Automobile?" from script by William Hamilton of the NADA staff, produced by Music Corp. of America and played by professional actors.

Monday evening has been set aside for parties and hospitality

events planned by automobile manufacturers, tire and finance companies, etc.

Tuesday's agenda will include a panel presentation, "What about Car and Truck Leasing?", chairmanned by A. E. White, Columbus, O., an NADA director and chairman of the business management committee, and featuring James Mulgrew, Ford dealer of Cleveland, O.; Kenneth Glaser, Lend Lease Transportation Co., Minneapolis, Minn.; Sam Lee, Lee Fleet Management, Inc., Cleveland, and NADA Director Carl Fribley of Norwich, N. Y.

Other highlights of the program that day will be a visual and dramatic presentation, "How Do You Make Your Advertising Help Earn a Profit for You?", by Edward A. Falasca, director of promotion, bureau of advertising, Newspaper Publishers Association, and Roland Postel, automotive manager, bureau of advertising, Newspaper Publishers Association, plus an address by a speaker yet to be announced.

The Wednesday session will offer discussions on "What about Used Car Merchandising in 1959?", by C. J. Whitley, Bismarck, N. D., who will represent smaller communities, with a speaker representing metropolitan communities to be announced. Also to be announced will be the speaker on "What about Truck Merchandising in 1959?" at that time also.

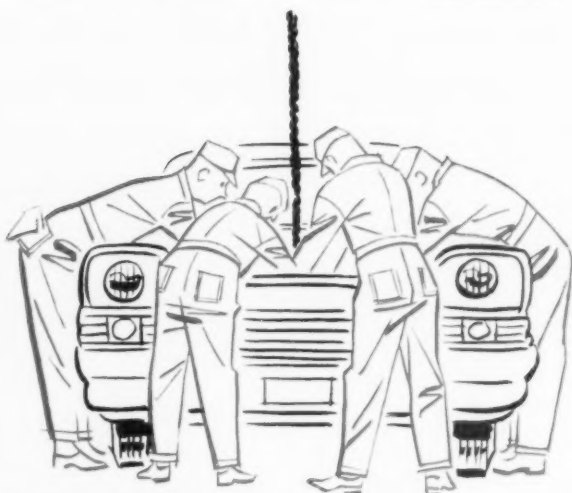
President Chaffin will chairmen the closing session, to feature an address by the Rev. Laurence H. Hall of St. Paul's Episcopal Church, Cleveland, on "Humor—a Business Asset." NADA Executive Vice-President Frederick J. Bell will deliver the closing message.

Final event on a full entertainment program will be "The NADA Revue," featuring Dinah Shore and Pat Boone.

Georgia Dealers Set May 10-12

The annual convention of the Georgia Automobile Dealers Association will be held Sunday through Tuesday, May 10-12, at the Atlanta Biltmore Hotel, Atlanta, Executive Vice-President L. L. Austin announced. Joe Westbrook of East Point is president.

One man does the work of four



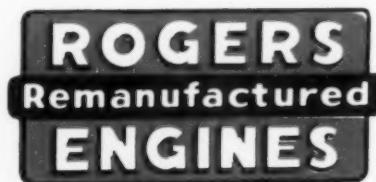
when you EXCHANGE engines!

Don't tie up your stalls rebuilding worn-out engines when recent comparisons made "in the shop" prove that installation of rebuilt engines results in much more profit per man hour. This has been proven with Rogers Remanufactured Engines. And what is equally important in crowded shops, you can finish the job in one day, releasing your stalls for more work.

Your customers profit, too, for Rogers Remanufactured Engines give them new car performance at exchange engine cost. Every engine bearing the Rogers nameplate is rebuilt from the block up on a production "custom" basis, using factory techniques and equipment with all new parts meeting original equipment standards. When the remanufacturing is complete, each engine is fully warranted, run-in under its own power and Dynamometer-Tested to be sure it meets the rigid requirements demanded of today's cars and trucks.

Start making bigger profits in your shop! Sell and install the best . . . Rogers Remanufactured Engines. Write for the name of your nearest jobber today.

Rogers Remanufactured Engines are available to fit Chevrolet, Ford, Dodge, GMC, International or Studebaker trucks and all popular passenger cars.



1060 Huff Rd., N. W., Atlanta, Ga.



Election of William S. Mahoney as president of Ramsey Corp., a wholly-owned subsidiary of Thompson Products, Inc., has been announced by James H. Coolidge, vice-president—finance of Thompson Products. Mahoney, who has been vice-president and general manager of Ramsey since 1956, was formerly executive vice-president and a director of Tyson Bearing Corp. Coolidge became chief fiscal officer of Thompson Ramo Wooldridge, Inc., when the merger of Thompson Products and The Ramo-Wooldridge Corp. became effective Oct. 31.



Heading up the Oklahoma Automobile Dealers Association for the next year will be (l. to r.): Guy Belt, Sr., of Bartlesville, vice-president; Charles B. "Chick" Coker of Oklahoma City, retiring president; Judson Bryan, Oldsmobile-Cadillac dealer of Stillwater, president; Roy Tant of Oklahoma City, secretary-manager, and Jack Clark of Oklahoma City, who was reelected the secretary-treasurer of the association.

New Price-Labeling Law May Mean Happy Days Again, Oklahomans Hear

By Baron Creager
Southwestern Editor

Bickerstaff of Richmond Dies

Henry F. Bickerstaff of Joseph L. Bickerstaff's Sons, well-known automotive jobbing firm at Richmond, Va., died Oct. 28 after an illness of about two weeks.

Champion Spark Plug Co.'s new million-dollar research and engineering facilities, completed after three years of planning and construction, contain 35,000 square feet of floor space in the two structures, which are located adjacent to the company's Toledo, O., plant. The larger building contains the research and engineering offices, separate mechanical laboratories for research and engineering, the electronics laboratory, chemical laboratory, machinery development section and product drafting room. The second building houses the engine laboratory, containing six full-scale automotive test cells with remote instrumentation and controls. Another large test room is equipped with four electric dynamometers, a test tank for outboards and test beds for motor generator units and other small engines.



IN THE one general business session of their silver anniversary convention in Oklahoma City, members of the Oklahoma Automobile Dealers Association were told that price labeling as prescribed by federal law for motor vehicles may mean that "happy days

are here again."

Author of that optimistic note was R. T. Scott, Oklahoma City Chevrolet dealer, previously the perennial general chairman of Oklahoma City conventions for OADA, who presided at a capacity luncheon for dealers and salesmen. Scott added that "the Monroney labeling act may be the biggest thing that ever happened to our industry." He lauded Oklahoma's U. S. Senator "Mike" Monroney, who sponsored the legislation, and in place of a commendatory resolution the convention produced a thundering round of applause for the senator.

Scott introduced the next speaker, who did not share the Scott optimism. He was Elson Sims, Ford dealer of Vincennes, Ind., who has appeared before a number of dealer associations to deliver his address, "The Business of Business Is Profit."

"Our occupation is being threatened more than ever before in the past 30 years," said Sims, "and profit per unit was never lower. In the last five years we have been involved in the greatest of all wholesale give-away programs.

(Continued on page 125)



This Sport Coupe is one of a full series of elegant Impalas for '59.

*Here . . . and ready to roll up
another big year for Chevrolet dealers!*

'59 CHEVROLET



What America wants, America gets in a Chevy!

It's shaped to the new American taste with a lean, clean silhouette, crisp new contours, beautifully restrained accents. It brings you more spaciousness and comfort with a new Body by Fisher. It has a bright new sheen—a new kind of finish that keeps its luster without waxing for up to three years. New bigger brakes. Vast new areas of visibility. New Hi-Thrift 6. New handling ease and road steadiness. It's new right down to the tires!

Never before has an automobile manufacturer made such sweeping changes two years in a row.

The 1959 Chevrolet is shaped to the new American taste. It's designed to anticipate the trend toward greater roominess and comfort. Engineered for greater safety and economy. And there are vast new areas of visibility, including a Vista-Panoramic windshield that curves overhead.

Chevy's newness goes down deep, too. A new steering ratio makes handling easier. New suspension

engineering gives a more stable ride. (Level Air suspension* is now even smoother!) There's a sweet new edition of Turboglide*. A new Hi-Thrift 6 that goes on a gallon. Vim-packed V8's. New Safety-Master brakes. And with all that's new, this car still has the economy and practicality that make it unmistakably a Chevrolet. It's all new all over again—in a way that promises to bring Chevrolet dealers sales leadership all over again. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*

ALL NEW ALL OVER AGAIN !

OVER A MILLION CARS NOW IN LUCITE®

Use Du Pont LUCITE . . . the original "Magic-Mirror"*

finish for all acrylic lacquer repair work

For several years increasing numbers of cars have come off production lines finished in Du Pont LUCITE Acrylic Lacquer. Now 1959 models are swelling the total many times, to give more millions of new car buyers beauty, durability, and

ease of maintenance not possible before the introduction of LUCITE.

The result for refinishers is much more repair work in LUCITE. And thanks to the simplified procedures and complete range of colors offered by Du Pont, it's

easy for any refinisher to duplicate all the characteristics of the factory finish known as "Magic-Mirror."* So for repair of all cars in original acrylic lacquer, use the original Du Pont LUCITE Acrylic Lacquer. See your Du Pont refinish jobber.

*General Motors' name for Acrylic Lacquer.



Now all General Motors cars are being finished in exciting acrylic lacquer. Original Du Pont LUCITE is available in matching colors for all years, all models.



LUCITE ACRYLIC LACQUER

the finish with a future

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

NOW

these great ECHLIN CONTACTS

carry their own LUBRICANT!



Place **PROTECT-A-POINT** LUBRICANT here. It will continue to lubricate rubbing block for life of Contacts

PROTECT-A-POINT

Specially formulated for the Cam Rubbing Block
Laboratory and field tested for many years



- LIFE-LONG LUBRICATION
- LONGER IGNITION CONTACT LIFE
- A CAPSULE OF PROTECT-A-POINT NOW PACKED WITH ALL ECHLIN CONTACTS



ECHLIN



Ignition

ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN. • U. S. A.
ECHLIN IGNITION OF CANADA LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

Millions Use It . . .
Experts Choose It!

You can figure that much closer

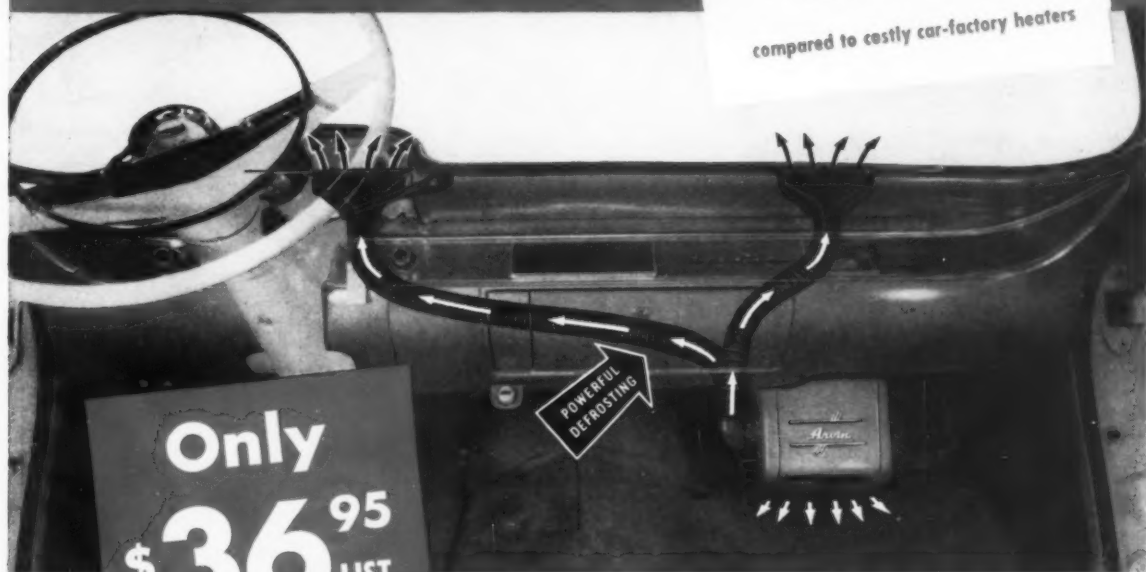
with

Arvin

SERIES "20" Universal Recirculating
Hot Water Car Heaters

Save up to
FORTY
dollars

compared to costly car-factory heaters



Only
\$36⁹⁵ LIST

(Defroster extra)

Easy to sell on ALL deals
for their economy, reputation, performance



With space-saving proportions that fit three out of four cars and trucks, new and old, Arvin Heaters are priced to give you a terrific trading and profit edge in these competitive times. No other heaters come close to Arvin in money-saving value. Installation is fast and easy.

Out-performs heaters costing far more. The big "heart" of this heater is a honeycomb core, with 2800 sq. in. of radiating surface. Big 8-blade, 7-inch fan circulates *all* the air in average sedan every 2 minutes.

SEE YOUR ARVIN DISTRIBUTOR

FITS 1958 Ford, Chevrolet, Plymouth, Dodge, DeSoto cars;
1958 Chevrolet trucks; and most prior model cars and trucks.
6 AND 12-VOLT MODELS.

Arvin—FIRST IN CAR HEATERS SINCE 1921



Electronics and Appliances Division **Arvin INDUSTRIES, Inc.** Columbus, Indiana

Arvin also manufactures: Portable Electric Heaters, Radios and Phonographs, Fans.
All-Metal Ironing Tables, Leisure Furniture, and "Charky" Outdoor Grills.



"I've just buttoned up a lot of new mileage...with Fm engine bearings"

Whether you are overhauling the engine of a car, truck, tractor, industrial or off-the-road unit, you can always get exactly the right type of bearing and the right undersize—and get it fast, from your Federal-Mogul Jobber. The Fm line includes 5800

different sizes and types of bearings, engineered to produce maximum, trouble free mileage on your overhauls. You can depend on the Fm line for the best in bearings . . . and on your Fm Jobber for the best in service!



FEDERAL-MOGUL SERVICE
Division of Federal-Mogul-Bower Bearings, Inc.



Announcing!

NATIONAL'S all-new, easy-to-use

OIL SEAL INSTALLATION TOOL

**speeds front-wheel seal installation
on all popular cars and light trucks**



Look at these exclusive advantages!

Adapters change instantly; just snap into place

Tool assembles, ready to use, in 3 seconds!

10 adapters — fits all popular front wheel seals

New-design backing plate helps prevent seal damage

Size range of each adapter instantly visible

Heavy duty container; attractive grease-proof finish

Designed and proved by National — America's leader in replacement seals

**National Oil Seal Installation Tools
are included with either of these popular
National Oil Seal Service Stocks**



5512-B



5511-B

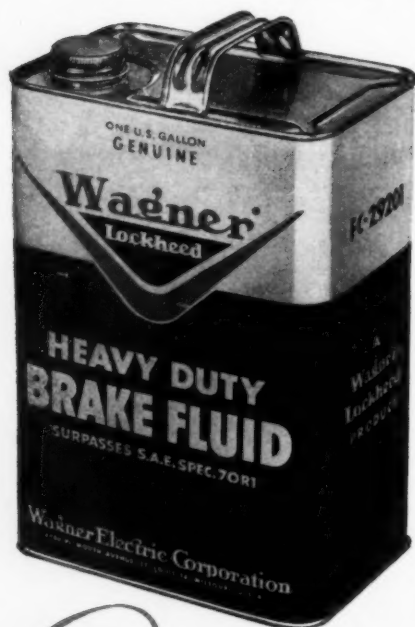
Besides Installation Tool, Cabinet, "instant reading" price and interchange data are included with either the 5511-B or 5512-B service stocks. Garagemen, lube station operators begin making extra profit from sale of first seal!

FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.
Detroit 13, Michigan



SPECIAL OFFER



NEW FORMULA Wagner Lockheed HEAVY DUTY BRAKE FLUID *at a popular price* with a handy dispenser

This Special Offer introduces a new Wagner Lockheed Heavy Duty Brake Fluid and offers the finest practical brake fluid dispenser available—at a reduced cost to you. Wagner's new heavy duty fluid, the result of an outstanding chemical development, meets present requirements of the automotive industry. It surpasses SAE heavy duty brake fluid specification 70R1, and is popularly priced.

Wagner Lockheed No. 21B Super Heavy Duty brake fluid, which surpasses SAE specifications 70R1 and the new 70R3, will continue to be marketed as Wagner's highest grade of brake fluid.

**YOU
GET...**

- 5 - 1 GALLON CANS WAGNER
LOCKHEED BRAKE FLUID**
- 1 - BRAKE FLUID DISPENSER**

YOU SAVE \$3.45

REGULAR PRICE 5—1 Gallons Wagner Lockheed Heavy Duty Brake Fluid at \$3.93 gal. \$19.65
1—Brake Fluid Dispenser. \$ 7.35
TOTAL VALUE \$27.00

YOUR SPECIAL PRICE

5 Gals. Brake Fluid and Dispenser
(same as regular price 6 gals. fluid) **\$23.55**

YOU SAVE \$ 3.45

Prices Subject to Change Without Notice

You Can't Miss With a **\$200⁰⁰**
Return of More Than
Dispensed in 2 oz. Refills at 75¢ each

YOU BET, I'M INTERESTED!

Wagner Electric Corporation 4362 Plymouth Ave., St. Louis 14, Mo.

Send me the special offer—5 one-gallons Wagner Lockheed Heavy Duty Brake Fluid with the handy dispenser—for \$23.55 Dealer Net Price.

FIRM NAME _____

ADDRESS _____

CITY & STATE _____

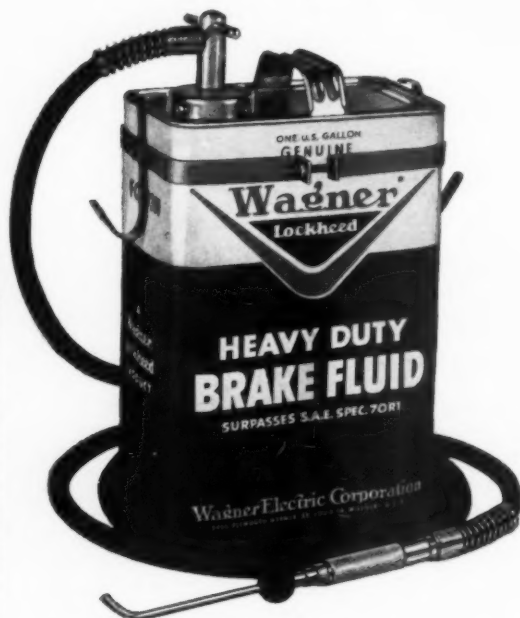
OUR ORDER NO. _____ DATE _____

SIGNED _____

MY WAGNER JOBBER IS _____

WF56-9

ONLY \$23⁵⁵
DEALER NET PRICE

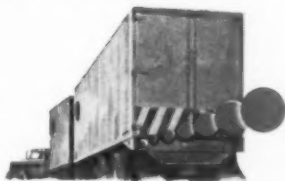


NEW TUNG-SOL

HEAVY DUTY FLASHER

... FOR
*10,000,000 trucks plus**

The new Tung-Sol Heavy Duty Flasher has a service-rated life of *twice* that of any other type. It can be used to flash one to six lights without a perceptible change in the flashing rate. It provides for instantaneous four-lamp emergency warning and it will replace 95% of the flashers now in use. This new flasher will provide more positive action and greater dependability in any service for which the vehicle is presently wired. Made in the universal form, it can be used in either a plug-in or screw terminal installation.



Get the full story and sales aids from your Tung-Sol representative. Announcement to your fleet accounts will produce immediate volume sales. Electroswitch Division, Tung-Sol Electric Inc., Newark 4, New Jersey.



*Plus boat and car trailers, buses, taxicabs and even passenger cars.

6 and 12-Volt Types

6-Volt—#535 flashes from one to six 21cp lamps
12-Volt—#534 flashes from one to six 21cp or 32cp lamps



ts TUNG-SOL® — *First in Flashers*



NEW **Snap-on** TUNE-UP SET

Exhaust Gas Analyzer
Tach-Dwell Meter
Generator-Regulator Meter
Ignition Analyzer

now!

**diagnose troubles quickly,
easily, positively
at low cost**

MT-405A Exhaust Gas Analyzer — Checks the air-fuel ratio — shows you if engine is operating efficiently; if carburetor is set properly. Use on any gasoline or liquid petroleum-type engine with single exhaust pipe. Flexible sampling tube and tail pipe adapter fits all cars — attaches securely to bumper on road tests. Completely self-powered. Carburetor idling adjustments can be made without dynamometer.

MT-415A Tach-Dwell Meter — Tach scale checks engine rpm for servicing automatic transmissions, balancing cylinders, adjusting carburetor idling jets. Dwell scale is used to check dwell or cam angle and resistance of breaker points; set breaker points. Use on 6, 12, or 24-volt systems.

MT-401A Generator-Regulator Meter — tests the generator, checks regulated amperes, cutout and regulated voltage. It is also used to test battery and locate electrical leaks. Has 15-volt range for cars and trucks and 60-volt range for ignition systems of more than 12 volts.

MT-430A Ignition Analyzer — quickly and accurately tests primary coil efficiency; secondary coil efficiency; coil heat; stalled motor coil current; capacitor efficiency; secondary coil resistance; capacitor leakage; tests 0 to 1.5 amperes; tests 0 to 6.0 amperes; coil polarity; ignition efficiency; plug misfiring; ballast resistor continuity; general continuity; motor idle current; tests 0 to 300,000 ohms and tests 0 to 3 megohms.

These Snap-on testing sets put you in the car and truck-servicing business with real authority — give you a packaged unit for diagnosing engine and electrical system troubles accurately in a hurry.

Any mechanic can use this equipment effectively with just a little instruction. Fully illustrated booklets make it extra simple. Each tester has a minimum of adjustments and connections. No outside power needed. Each tester is a complete unit in itself — can be removed from the rack and used anywhere in the shop or on the road. Save stall space for other work.

Roll stand easily holds all four testers in test racks. Two large compartments in roll cab give you extra storage space.

YOURS ON EASY PAYMENTS

It takes modern equipment like this to service today's complex cars and trucks properly. And the profits are big, the investment small. You can own this complete MT-4000A set for just a little down, a little each week. Ask your Snap-on man the next time he calls.

MT-4000A Set — four meters, two tune-up meter racks and heavy-duty roll stand — a complete low-cost test center on wheels.



SNAP-ON TOOLS

8052-K 28th Avenue

Kenosha, Wisconsin

McQUAY-NORRIS makes the
most *Power-Packed* rings
in the world



...and the Famous
"400" Oil Ring
is in every set...

When the problem
is oil consumption, the
Famous "400"
Oil Ring will
outperform
any other type oil
ring made today.

The Duo Oil-Compression
Ring with Chrome Armored
Steel Rails

The Famous
"400" Oil Ring
with Chrome Armored Rails

The Famous Torsion-Tight
Aviation Fire Ring

McQUAY-NORRIS CHROME **LEAK-PROOF**
PISTON RINGS

Distributed by the finest wholesalers in the industry

McQUAY-NORRIS MFG. CO., ST. LOUIS • TORONTO

Tire Dealers from coast to coast
are growing in size and in profits
behind the

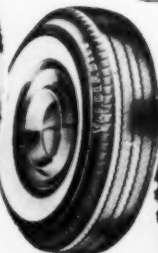
VANDERBILT *Sure Tred* "LINE OF SUCCESS"



Premium V-120
14"



Cushion Master



FS Sport Special



Traction King



Princeton



The Vanderbilt



Premium V-120
15"

**the TOP QUALITY AND
APPEARANCE On The Tire Market Today!
MORE SELLABILITY? In every instance.**

Exclusive Unconditional Long-Term Road Hazard Guarantees on every Vanderbilt tire let you give your customers written Guarantee Certificates of up to 36 months against all road hazards **PLUS** a Lifetime Warranty against manufacturing defects **PLUS** On-the-Spot Honor System Adjustment Policy—eliminates red tape—makes **YOU** the boss on tire Adjustments—and the customer **YOUR CUSTOMER FOREVER!**

VANDERBILT TIRE & RUBBER CORP., DEPT. SAJ-11
404 Fifth Ave., N.Y. 18, N.Y.

ALL RIGHT—SHOW ME! I'd like to sell more tires and make more money on each tire I sell. Show me how I can do it with your Vanderbilt "BIG DEAL" Tire Program. No obligation on my part, naturally!

NAME _____

FIRM _____

ADDRESS _____ Phone No. _____

CITY _____

ZONE _____

STATE _____

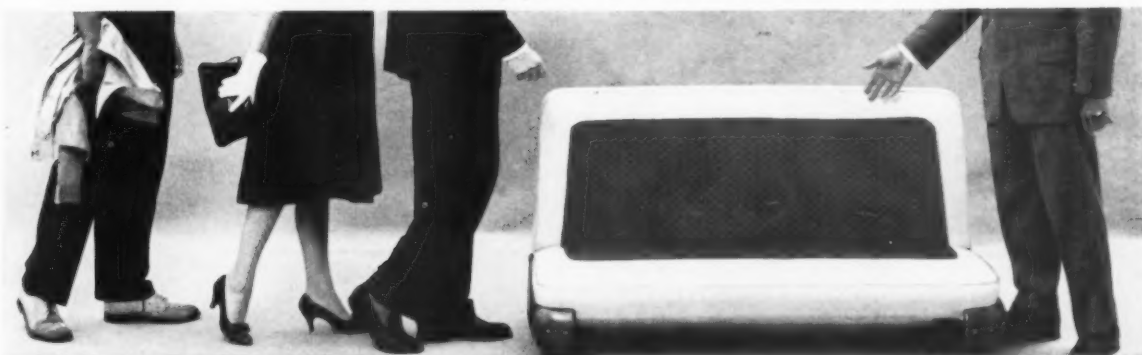
Offices and Warehouses in New York; Dallas, Tex.; Jacksonville, Fla.; Los Angeles; San Francisco, Calif.

A complete line—
FACTORY TO YOU,
that guarantees you to
beat all competition!

For your **FREE** copy of the new booklet—
WHAT'S THE BIG DEAL IN TIRES,
just clip, fill out and mail today!

**GET
ALL
THE
FACTS
NOW!**

Lure 'em . . . The trim good looks of colorful **SARAN** seat covers stop shoppers every time! They just can't resist a closer look.



Show 'em... Here's where you get a chance to show them why **SARAN** seat covers resist wear, tear and soil . . . stay snug and attractive far longer.



Sell 'em . . . Make just a mention of how "breathable" **SARAN** fabrics are more comfortable, winter or summer, and you've made the sale!



You can with SARAN

Stock them, display them and you'll see: The most salable seat covers are SARAN. (Still America's favorite seat cover fabric.) THE DOW CHEMICAL COMPANY, Midland, Michigan.

Good Car-Keeping begins with beautiful seat covers!

YOU CAN DEPEND ON





*Did Al star
in movies?*

*No...he stars with
customers by replacing
with Timken® bearings*

You, too, can be top man with your customers. When it comes to replacing tapered roller bearings, always install Timken® bearings . . . and tell 'em it's Timken. It's a name they know means quality—America's best-known name in bearings. It lets your customers know that you use the best in replacement parts. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

CUSTOMERS LOVE YOU WHEN YOU REPLACE WITH AMERICA'S BEST-KNOWN BEARING...JUST TELL 'EM IT'S...

TEAMWORK



that pays off
in
SATISFACTION



Satisfied user customers who benefit from superior filtration . . . Satisfied car dealers, garage owners and service station operators who see filter sales and profits improve steadily . . . there's the double pay-off in WIX Prescription Filtration.

YOU'RE MISSING ONE OF TODAY'S BIG PROFIT OPPORTUNITIES IF YOU ARE NOT SELLING WIX PRESCRIPTION FILTRATION

WIX Technical Development goes hand-in-hand with Automotive Service in the advancement of oil and air filtration . . . technical progress and progress in the area of greater earnings. WIX shows the way with Prescription Filtration to best suit the individual engine, and advanced merchandising that **GUARANTEES BOTH SALES AND PROFITS.**

Rx

Prescription Filtration



POROSITE
Pleated Type for
Lube and Fuel
Filtration Systems



**WIX-KNIT
PREMIUM TYPE**
for Full-Flow
Oil Filtration



"SPIN-ON"
Standard
on America's
Leading Cars



WIXITE
Depth Type for
Partial-Flow
Systems

The WIX Line
gives you full
coverage . . . lu-
bricating oil, fuel
and air filter car-
tridges — foreign
cars, too!



POLYMITES
Dry Type
AIR FILTER
Replacement

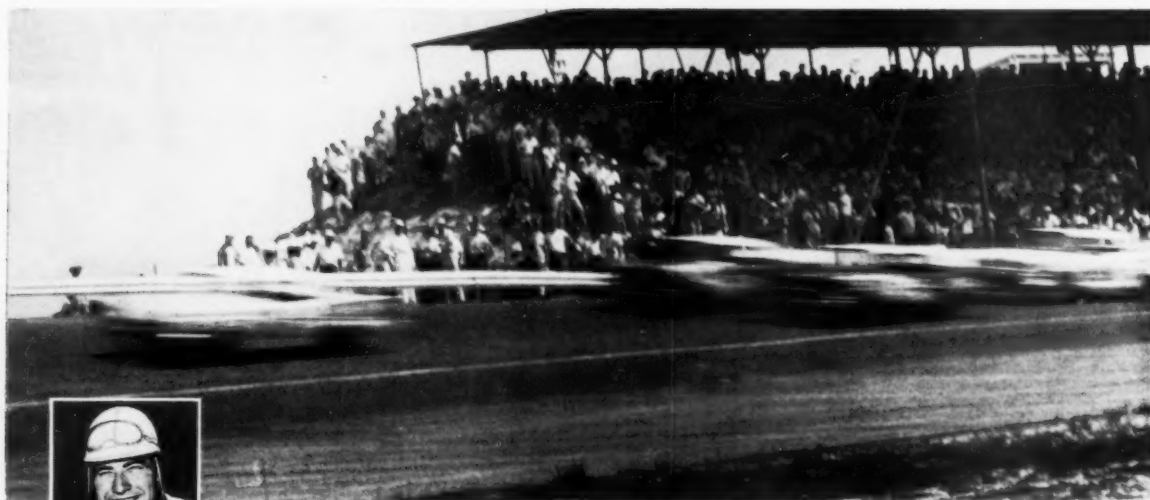
wix
FILTERS

*Get the facts from
your jobber—then
get the Line for you
and your customers.*

WIX CORPORATION
GASTONIA, N. C.

In Canada: Wix Corporation Ltd., Toronto

Brake Linings' Toughest Test!



Winner Glenn "Fireball" Roberts says, "I've tried them all. Only Grey-Rock can take the beating and still deliver with no fade or pull. For track or highway, I'll take Grey-Rock every time."

AGAIN—IN '58—WINNING DRIVERS PREFER GREY-ROCK

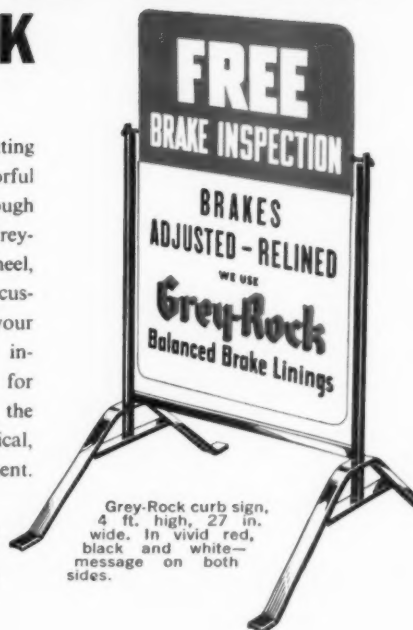
Grey-Rock does it again! Winner of the '58 NASCAR* "Southern 500," world's biggest stock car race, was Glenn "Fireball" Roberts. *He and the next nine to finish used Grey-Rock brake linings. Of 48 cars to start, 34 used Grey-Rock, and not one equipped with Grey-Rock was forced out because of brake trouble!*

Grey-Rock quality can pay off for you in sales! This dramatic proof of Grey-Rock quality is being told from coast to coast in national adver-

tising. Tie in with this hard-hitting campaign—display a big, colorful Grey-Rock curb sign. Follow through with the tested sales power of Grey-Rock P-L-S inspection. Pull a wheel, Look at the brakes, Show the customer what's needed. You'll see your profits on brake work steadily increase. Ask your jobber today for full details on Grey-Rock signs, the P-L-S Plan—and the economical, fast-moving brake shoe assortment.

*National Association for Stock Car Auto Racing

Advertised regularly in The Saturday Evening POST



Grey-Rock curb sign, 4 ft. high, 27 in. wide. In vivid red, black and white—message on both sides.

Only Grey-Rock makes BALANCED BRAKSET LININGS

BALANCED BRAKSETS • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., BRAKE LININGS • BRAKE BLOCKS • CLUTCH FACINGS • INDUSTRIAL RUBBER • MECHANICAL PACKINGS • ASBESTOS TEXTILES • ENGINEERED PLASTICS • SINTERED METAL PRODUCTS • RUBBER COVERED EQUIPMENT LAUNDRY PADS AND COVERS • ABRASIVE AND DIAMOND WHEELS • INDUSTRIAL ADHESIVES • BOWLING BALLS



NOVEMBER 1958

Have you noticed how many veteran dealers have "dualled" lately? This official relates his satisfaction with adding a foreign car designed to appeal to economy-minded buyers. Some precautions are given here for your study.



Why We Went into Foreign Cars

MANY automobile dealers find themselves today in a profit squeeze with sales off and overhead up. There seem to be only two possible solutions:

- 1.—Cut overhead drastically, or
- 2.—Add another line without increasing their overhead substantially.

The addition of a foreign line and the successful marketing of it with existing facilities has proven the answer to a difficult situation for many dealers in all sections of the country.

However, the addition of a foreign line is no guarantee of success and many factors must be considered in any such move.

For our discussion we will be considering the small foreign car selling for less than \$2,000, since it is in this price range primarily that any significant volume can be obtained. The dealer markup on these cars is less than domestic makes, averaging around 20 to 22%, but two factors make the net profit retained compare favorably with that of domestic cars.

There is little discounting encountered in this low-priced foreign market, particularly with the major makes. In addition, variable selling expenses are consider-

By JACK POHANKA
Vice-President and General Manager
Pohanka Oldsmobile-Fiat
Washington, D. C.

ably less than those of domestic cars.

Since at least half of the sales are generally made without trades, and since many of the trades received are older cars, there is little opportunity to increase used-car-department profits, but the new-car profit itself is enough to make the venture well worthwhile.

Let's stop for a moment and take a look at the growth of the foreign-car market. Since the imports were originally brought into the coastal regions, market penetration seems to lessen as one nears the Midwest. An examination of those states with the highest penetration figures indicates that the sale of foreign cars is hardly limited to urban areas.

Imported-car registrations as a percentage of total registrations in June reached 21.1% in Nevada, 13% in New Hampshire, 15.2% in Oregon, 17.5% in Washington, 16.1% in California, 15.7% in Florida, 10.8% in Utah and 11.8% in Vermont.

In those states where foreign cars have been recently introduced a phenomenal growth has been recorded. In Colorado, for instance, the percentage has gone from .9% in 1956 to 10.8% in June '58; in Georgia, from .6% in 1956 to 9.9% in June '58. Certainly these figures prove that foreign registrations are a significant part of the market at this time.

Like many other dealers we shunned the foreign market for some time. We had decided that imported cars were for the most part too small, uncomfortable and unsafe to drive, difficult to service, etc. We felt that they were purchased primarily by eccentrics and treated them as a passing fad for a minority group.

Some research in those markets where foreign cars were already popular yielded quite a different set of facts. There is a different type of ride in a small foreign car, but one adjusts to it very quickly and in many cases comes to prefer it. Many of the small cars are relatively easy to service and many distributors and manufacturers have set up very adequate parts facilities. In addition, the foreign-car popularity is spreading to many varied groups of buyers.



Simpler engines have proven easier to service and there has been less comeback work at this dealership.

What is behind this increasing popularity of foreign cars?

There are many obvious factors, such as the low initial cost, low cost of operation and ease of parking. These are features generally given by a purchaser as his reason for switching to an imported car.

At the root of all this, however, there is something a great deal more basic and, in my opinion, a great deal more significant. For one, there is an established price on the small foreign car. Ironically enough, instead of feeling insecure in his purchase as to the availability of parts, the servicing and the stability of market values, the foreign-car buyer feels secure in that there is a definite established price on his purchase.

He can tell his neighbors exactly what he paid without raising a retort, "That's no deal. I beat that deal by \$200!"

Certainly the domestic dealer with his gimmicks and "wheeling and dealing" has helped bring this situation about.

Snob appeal is perhaps the most important single factor in the popularity of the small foreign car. Call it snob appeal, pride of ownership, conspicuous consumption, or what you will, the imported-car buyer is conscious of the fact that he is being different, distinctive, or discriminating in his purchase.

He arouses much more interest in his foreign-car purchase than he could in the purchase of a stripped-down domestic car, and

can give a myriad of reasons why he bought it, all of which indicate that his is an "intelligent" approach to the purchase of a car. At the same time he can reduce his cost of driving without being thought of as cheap.

What factors should a dealer consider in selecting the right foreign line to handle? Disregarding the very important factor of the availability of franchises, there are several basic desirable features to be considered. Certainly a dealer should select a foreign car in a different price range from the domestic line he is handling. A salesman must be a Dr. Jekyll and Mr. Hyde to sell both domestic and foreign cars in the same price range. Switching on and off from the domestic hat to the foreign hat will prove too much for a satisfactory sales effort.

The same holds true for the dealer's attitude and for his advertising program as well. A single line of foreign cars is also to be desired. Two different makes of foreign cars selling for the same price make it almost impossible to play up the features of one without playing down the features of the other, to make no mention of the problems involved in inventory, servicing, parts, product knowledge, etc.

Since foreign cars vary widely as to their complexity and as to the availability of parts, these factors too must be thoroughly investigated before taking on a franchise. The dealer who fails to

do this and hastily adds a foreign line merely because it is currently considered to be the thing to do, might well find himself losing more customers than he is winning.

Even if a dealer is successful in obtaining just the right franchise, his success will be largely dependent upon the enthusiasm for the addition by his department heads and personnel. The acceptance of the foreign-car idea is a slow process for anyone—dealer, employee and purchaser alike. Once accepted, however, it seems to come to a boiling point in short order. The acceptance of the foreign-car idea by a department head as his own idea is virtual assurance of the successful handling by his department of the problems he will encounter.

Merchandising the imported car requires a different type of sales effort from that of domestic cars. Prospects should not be rushed; they too will want to take their time in getting used to the idea of buying a foreign car.

In addition, any lack of assurance or any product ignorance on the part of the salesman will quickly dampen the prospect's enthusiasm.

In short, the foreign-car prospect is in most cases far from being pre-sold and must be sold first on the idea of buying a foreign car; secondly, on the particular make and, thirdly, the particular dealer.

(Continued on page 76)

Whys of Mechanic Shortage

READERS SPEAK UP

(Editor's note: A lot has been said—and written—about the scarcity of skilled mechanics at a time when registrations have been climbing, further reducing the number of mechanics in relation to the total vehicles. Here are some replies by readers to a letter to the editors which appeared on page 68 of the September issue, in which a mechanic told his views of why the shortage will continue.)

WHAT SHORTAGE?

St. Joseph, Mo.

Gentlemen:

Is there a mechanic shortage? What about the talk of cutting flat-rate time by 30% due to the use of impact and other time-saving tools?

Maybe the U. S. is in need of 150,000 auto mechanics, but right here repair work seems to be on the short side for the ones we have.

There are many independent shops and that gives the car owner a chance to shop around for a good price, maybe furnish his own parts. Also, there are shops that install mufflers and tailpipes without a labor charge, as well as cut-rate brake repair work being done in shops and service stations.

The dealer labor rates average \$4 per hour—mechanics being paid 50%. The work week is from 8 a.m. to 5:30 p.m., Monday through Friday, and on Saturday 8 a.m. to 1 p.m.

While the auto mechanic here can make \$2 per hour, most of the trades belong to a union and are making around \$3 per hour. Local packing house and brewery workers start at a few cents over the \$2 rate.

Is not the trend of thinking going this way: It is better to have a salesman than a mechanic for a shop foreman, since he will keep the men busy by selling more. He will also take that large job late in the day and promise it out for sure. He is also able to see the owner's side of the picture and hold down on the parts and labor to do the job.

Under the present-day setup, who would advise any young man to start in a garage service depart-

ment when he should go on to college and get a degree? Who is to blame for this low-grade condition in the auto service field? Car maker? Car dealer? The mechanic? And what would a poll of the public show?

J. A. KIRKPATRICK,
Mechanic,
Carnes Motor Co.,
(Studebaker).

NATURALIZED SOUTHERNER SAYS:

Florida

Gentlemen:

I have just read "Shop Talk" (page 68, September issue) . . . Answer to "Why for the Labor Shortage," and I would like to list a few reasons why an auto mechanic doesn't want his sons to follow in his footsteps:

1.—How often have you read in the papers of a criminal being wanted who works as an auto mechanic or used-car salesman?

2.—Good training centers have sprung up all over the country, but the dealers can't afford to send their men to school. The oldest man usually goes for about three or four days two or three times a year. (I went to transmission school three days and learned enough to get myself in plenty of trouble. The older men didn't care to show me anything. They simply didn't like to see me take any work away from them—gravy, you know).

3.—A fellow can go to vocational school, but it seems to me it is used for failures—men who can't get ahead in any other work. I wish I could put across to the young men of America that what the automotive business needs is brilliant minds, first-class citizens.

Nothing else makes auto mechanics. Others may call themselves auto mechanics. They should be digging ditches. Auto mechanics is a fine profession. Who can bring it to the level where it belongs?

4.—Stop selling service. That is not needed. We are looked on as thieves and robbers. We have enough work doing what is needed. The public is not stupid, as many service salesmen think. A service salesman should be a well-seasoned mechanic—not just big mouth and lies. This is strong language, but true.

5.—Let all line mechanics do tune-ups, not two out of ten, with cars standing in the lot all day waiting for the two while good men sit on the bench. The two are good bill padders. People like to get the car in and out fast, so use the manpower and stop bad feelings in the shop. A dissatisfied crew can send or sell the outfit down the river fast. They don't want to do that, but it is a sort of comeback!

This is a varied assortment of thoughts from a Norwegian auto mechanic, who is an American citizen (a Floridian) and who loves America and its people. I have been here since 1945.

I would like to see you compile the thoughts of all the mechanics and print what is worthwhile, leaving out all names.

NAME WITHHELD

SOUTH CAROLINA DEALER:

And this letter came from a well-known South Carolina dealer: "I read with interest Shop Talk in your September issue.

"I would like to know if you checked up to be sure an actual
(Continued on page 84)



Edsel Offers Four Engines

EDSEL for 1959 offers four different engines coupled with transmissions to meet every driving requirement.

The engines are of overhead-valve, short-stroke design, providing more efficient combustion and

cutting friction loss to a minimum.

Edsel's transmissions include the dual-range Select-O-Matic Drive, the manual transmission and the Mile-O-Matic Drive, an entirely new economy automatic two-speed transmission.

Standard V-8 in the Ranger series is the 292-cubic-inch Ranger V-8 engine. It has been introduced to meet the economy demands of today's market. This lightweight engine operates on standard gasoline. With a compression ratio of 8.8 to 1 and a torque of 285 foot pounds at 2200rpm, the V-8 develops 200hp. The combination of smaller displacement and lower compression ratio produces economy by getting more miles per gallon at the lower cost of regular gasoline.

The Express V-8 displaces 332 cubic inches and develops 225hp. It also operates on regular fuel and is the standard V-8 for all station wagons and the Corsair.

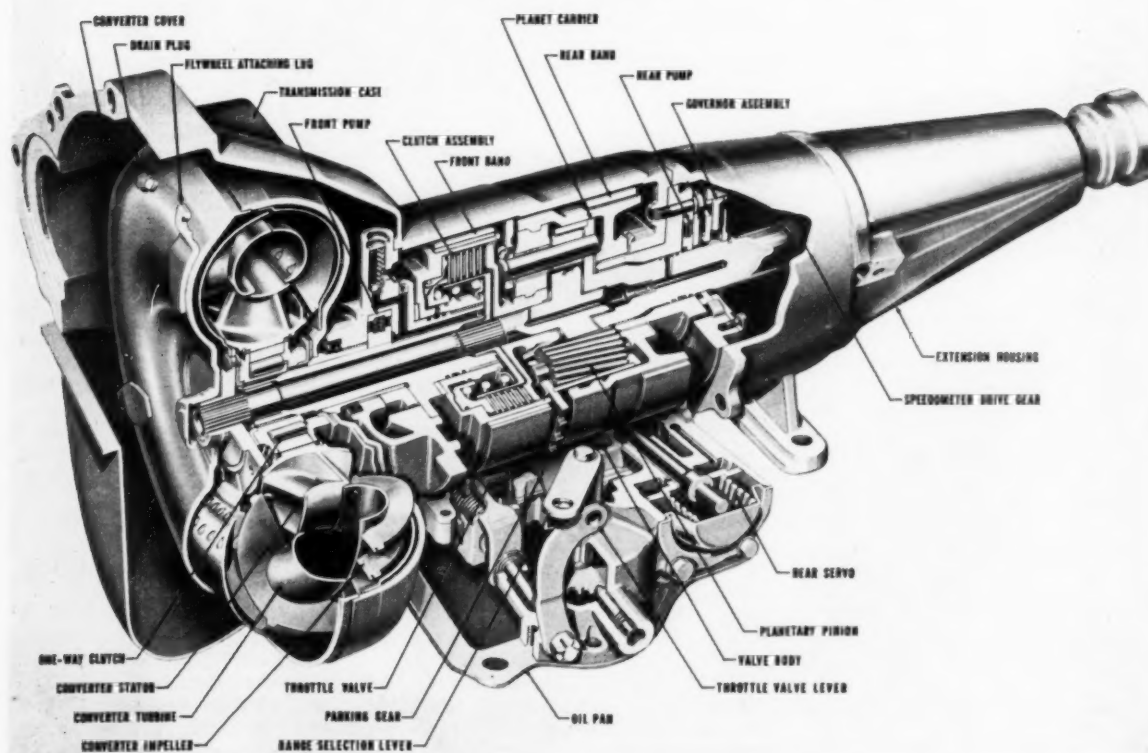
High-performance engine for the Edsel is the 361-cubic-inch Super Express V-8. Optional on all models, the Super Express develops 303hp on premium fuel.

For Edsel buyers who want the maximum economy, Edsel offers "the most modern six in the industry." The 145hp Economy Six, with 223-cubic-inch displacement, has oversquare bore and stroke which cuts friction by reducing

(Continued on page 96)

The Mile-O-Matic Drive has over 100 fewer parts and, by using aluminum, is 50 lbs. lighter than a usual "automatic."

2-SPEED TRANSMISSION





Mercury Offers Two Roofs

A FEATURE of Mercury for 1959 is that two distinctly different styles of roofs are offered.

The new "cruiser" roof for hard-top models has a sporty look with its unbroken flow from tip of the compound curved windshield to tip of the backlight.

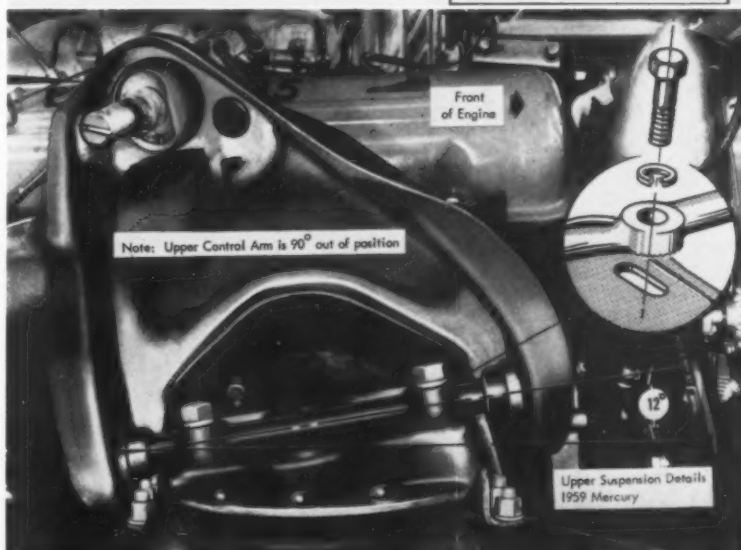
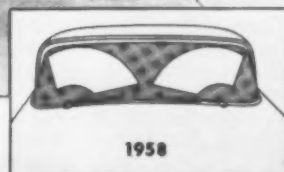
The new sedan roof is in direct contrast with its flat, crisp lines and its "cantilever" effect in the rear.

The 1959 Mercury has been increased four inches in Monterey and Montclair models, two inches in Park Lane models and $4\frac{1}{2}$ " in station wagons. Over-all height has been reduced a half inch to one inch, depending on the model.

Riding comfort is improved by lengthening the wheelbase four inches, to 126" in Monterey and Montclair models, and three inches in the Park Lane models, making the wheelbase 128". Wheelbase of the station wagons is 126", an increase of four.

An engineering change provides greater comfort by cutting almost in half the volume space taken up by the transmission hump and front compartment tunnel down the center of the car, increasing the leg room for those sitting in

(Continued on page 97)



Top: Monterey four-door sedan.
Above at right: Note greater area swept by tandem wipers.
Right: Front suspension has been changed to minimize "diving" on sharp deceleration.

Florida Leads U. S. in Car Rise

New Mexico Places Third in Over-All Registrations; Texas Easily Remains Second in Trucks and Buses

FLORIDA eked out a lead over Arizona to sweep once more far ahead of the remaining 46 states in the anticipated automobile registrations for this calendar year announced by the Bureau of Public Roads of the U. S. Department of Commerce (the new 49th state wasn't listed).

Preliminary estimates placed the Sunshine State's figure at 1,813,000 cars, compared with 1,689,375 at the end of 1957, or a rise of 7.3%, compared with the national average of 1.9%.

Arizona's increase was 7%—410,000 as against 383,017 at the end of last year.

Including all motor vehicles, Arizona led the nation with an expected rise of 6.9% with Florida chomping at its heels with 6.8%.

New Mexico placed third in over-all registrations percentage increase with 6.4. Other states ahead of the national average included Delaware, with a big boost of 5.4%; Kentucky, Louisiana, Oklahoma and Virginia.

Lagging behind the average were states including Alabama, Arkansas, Georgia, Kansas, Maryland, Mississippi, Missouri, the Carolinas, Tennessee, Texas and West Virginia. The District of Columbia chalked up the only minus figure—losing 0.9% from its standing at the end of 1957.

California led in expected total 1958 registrations with 7,069,000. New York ranked second with 4,897,000 and Texas was third with 4,128,000, followed by Pennsylvania's 4,033,000.

Registrations in California, New York, Texas, Pennsylvania, Ohio, Illinois, Michigan, New Jersey and Florida would account for 51% of the total anticipated registrations of 68,398,000, compared with 67,135,546 realized at the end of last year.

Automobile registrations totaled 55,906,195 at 1957's end and this was expected to reach 56,967,000 by the close of this year. Trucks and buses should climb from 11,229,351 to 11,431,000 this year, a rise of 1.8%, said the bureau.

Florida has been leading the car registration parade for the last several years as it has attracted industry and retirees in growing numbers.

The rate of increase over the nation "is expected to continue to decline, following the trend of the past several years," the bureau's announcement stated.

Recent annual increases in total registrations, which peaked in 1955 with the record sales volume, have been:

1953.....	5.7%
1954.....	4.1%
1955.....	7.2%
1956.....	4.0%
1957.....	3.0%
1958.....	1.9%*

*Estimated.

Texas, once the leader in truck and bus registrations, has lately lost to California, but the Lone Star state remains second by an easy margin.

California should climb this year (Continued on page 84)

This is the preliminary estimate of the 1958 motor vehicle registrations.

STATE	AUTOMOBILES			TRUCKS AND BUSES			TOTAL MOTOR VEHICLES		
	REGISTERED 1957	ESTIMATED 1958	PERCENT CHANGE 1958 1957	REGISTERED 1957	ESTIMATED 1958	PERCENT CHANGE 1958 1957	REGISTERED 1957	ESTIMATED 1958	PERCENT CHANGE 1958 1957
Alabama	908,629	926,000	1.9	214,292	217,000	1.2	1,122,921	1,143,000	1.8
Arizona	383,017	410,000	7.0	174,841	179,000	2.3	557,858	589,000	5.6
Arkansas	436,453	445,000	2.0	194,551	192,000	-1.3	631,004	637,000	1.0
California	5,808,937	6,069,000	4.5	1,323,413	1,366,000	3.2	7,132,350	7,435,000	4.2
Colorado	631,571	651,000	3.1	181,975	182,000	0.0	813,546	833,000	2.4
Connecticut	880,839	892,000	1.3	124,814	125,000	0.2	1,005,653	1,017,000	1.1
Delaware	131,085	137,000	4.5	39,755	41,000	3.0	170,840	178,000	4.2
Florida	1,689,375	1,813,000	7.3	281,328	291,000	3.4	1,970,703	2,104,000	6.8
Georgia	1,056,708	1,072,000	1.5	263,580	268,000	1.7	1,320,288	1,340,000	1.5
Idaho	239,331	245,000	2.3	102,671	107,000	4.2	342,002	352,000	2.9
Illinois	3,075,578	3,121,000	1.5	437,604	444,000	1.4	3,513,182	3,565,000	1.5
Indiana	1,567,848	1,583,000	1.0	339,569	338,000	-0.5	1,907,417	1,921,000	0.7
Iowa	985,790	1,000,000	1.5	231,422	236,000	2.0	1,217,212	1,236,000	1.5
Kansas	835,861	842,000	0.7	257,506	256,000	-0.6	1,093,367	1,098,000	0.4
Kentucky	878,617	899,000	2.3	206,967	212,000	2.4	1,085,584	1,111,000	2.3
Louisiana	855,488	877,000	2.5	217,360	219,000	0.8	1,072,848	1,096,000	2.2
Maine	274,351	280,000	2.0	71,937	72,000	0.1	346,288	352,000	1.6
Maryland	887,502	898,000	1.2	140,955	142,000	0.7	1,028,457	1,040,000	1.1
Massachusetts	1,478,035	1,500,000	1.5	194,225	195,000	0.4	1,672,260	1,695,000	1.4
Michigan	2,823,145	2,925,000	3.6	393,145	392,000	-0.3	3,216,290	3,317,000	3.1
Minnesota	1,184,371	1,203,000	1.6	261,711	265,000	1.3	1,446,082	1,468,000	1.5
Mississippi	474,623	482,000	1.6	194,252	193,000	-0.6	668,875	675,000	1.0
Missouri	1,265,611	1,291,000	2.0	312,754	314,000	0.4	1,578,365	1,605,000	1.7
Montana	285,897	289,000	1.1	111,138	113,000	1.7	397,035	402,000	1.3
Nebraska	505,293	515,000	1.9	158,778	161,000	1.4	664,071	676,000	1.8
Nevada	112,374	117,000	4.1	75,567	76,000	0.6	187,941	193,000	2.7
New Hampshire	187,871	191,000	1.7	44,516	45,000	1.1	232,387	236,000	1.6
New Jersey	1,890,340	1,927,000	1.9	276,113	281,000	1.8	2,166,453	2,208,000	1.9
New Mexico	279,631	297,000	6.2	96,116	105,000	9.3	375,747	402,000	6.9
New York	4,272,518	4,472,000	4.7	505,131	525,000	3.9	4,777,649	4,997,000	4.7
North Carolina	1,253,185	1,260,000	0.5	312,460	311,000	-0.3	1,565,645	1,571,000	0.3
North Dakota	214,974	221,000	3.3	105,228	111,000	5.5	320,202	332,000	3.7
Ohio	3,350,963	3,418,000	2.0	443,636	445,000	0.3	3,794,599	3,863,000	1.8
Oklahoma	807,278	826,000	2.3	264,488	272,000	2.8	1,071,766	1,098,000	2.4
Oregon	662,822	677,000	2.1	167,824	171,000	1.9	830,646	848,000	2.1
Pennsylvania	3,433,134	3,474,000	1.2	556,165	559,000	0.5	3,989,299	4,033,000	1.1
Rhode Island	281,915	286,000	1.4	85,510	86,000	0.6	367,425	372,000	1.3
South Carolina	667,644	678,000	1.6	151,799	153,000	0.8	819,443	831,000	1.4
South Dakota	280,263	284,000	1.3	89,444	90,000	0.6	369,707	374,000	1.3
Tennessee	941,346	956,000	1.6	218,696	223,000	2.0	1,160,042	1,179,000	1.6
Texas	3,259,896	3,281,000	0.6	815,566	847,000	3.9	4,075,462	4,128,000	1.3
Utah	294,056	299,000	1.7	126,805	129,000	2.5	420,861	428,000	1.8
Vermont	115,834	118,000	1.9	28,762	29,000	0.8	144,596	147,000	1.7
Virginia	1,129,474	1,154,000	2.2	222,727	225,000	1.0	1,352,201	1,379,000	2.0
Washington	1,010,640	1,030,000	1.9	231,898	237,000	2.2	1,242,538	1,267,000	2.0
West Virginia	475,936	478,000	0.4	132,805	132,000	-0.6	608,741	610,000	0.2
Wisconsin	1,224,697	1,233,000	0.7	254,930	257,000	1.2	1,479,627	1,490,000	0.7
Wyoming	123,801	127,000	2.6	57,328	58,000	1.2	181,129	185,000	2.1
Dist. of Col.	175,338	174,000	-0.8	21,400	21,000	-1.9	196,738	193,000	-1.9
Total	55,906,195	56,967,000	1.9	11,229,351	11,431,000	1.8	67,135,546	68,398,000	1.9

1/ These estimates were made by the Bureau of Public Roads on the basis of State reports of motor-vehicle registrations in the early months of 1958, and information available on current trends, motor-vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown for 1957 are from table M-1, 1957.



Five 10' by 14' doors, including the dustproof paint shop at right, offer fast access to shop interior.

Garagemen Can Step Ahead

By Hal M. Newsome

GARAGE owners can set their standards just as high for clean, neat and eye-appealing shops—and for fast and reliable repair jobs—as do the franchised dealers.

The independents can by these means and by planned personal service increase both their volume and profits.

That's the belief of W. R. "Tommy" Thompson, Miami, Fla., garage operator and president of the Independent Garage Owners of Florida.

In fact Tommy believes and has satisfied himself that a repair shop can regularly give more personal service than most dealers, and can better control the supervision and often the quality of the average job.

With a smaller volume and organization and better knowledge of his mechanical staff, he is in a position to spend more time diagnosing, testing and assigning the work and to make sure that all necessary work is done—and to make sure the customers understand the necessity for all the work.

In his 30 years in the garage business Thompson has learned the value of a businesslike-looking shop, modern equipment, fully-trained help and systematic repair methods. His mechanics, all on straight salary, have been with him from five to 15 years. They are all school- and shop-trained and customers have learned to have confidence in them, and the "regulars" like to be greeted by these familiar faces.

When Tommy first opened a garage, his shop was often just as

sloppy and cluttered as any of the other greasy nutbusters of those days, with equipment and discarded parts lying wherever they fell. But as he progressed in experience he began to see that doing a good job mechanically was only part of the business.

Selling your service and selling the prospects on the idea that you are fully capable of doing a good job are just as important, he discovered. The best and quickest way to gain this confidence and customer appeal, he found, is to make the shop and mechanics "look the part." Neat uniforms for

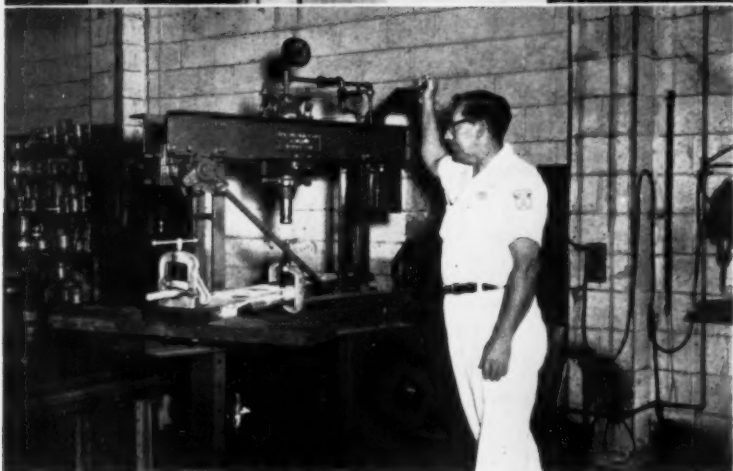
the latter help create this impression.

Thompson's present building, put up in 1940 specifically to meet repair-shop needs, is carefully laid out and kept in an efficient way. Every mechanic joins in cleaning the place every night. The men usually wear neat light blue coveralls with the IGOA emblem on their shirts, and all tools and portable equipment are kept in regular places, building morale and pride in good service.

Both insurance inspectors and lady customers—and over half of the cars are brought in by housewives—repeatedly comment on the neat appearance. Also the insurance rates are lower for plants

A pair of sliding electric lifts picks up a car and moves it across to any of the four stalls. It readily permits underneath work to be done.





Top: An orderly garage, with tools kept in their place and returned there when not in use, inspires customer confidence, according to Tommy Thompson, shown in photo just above alongside a hydraulic press.

with less obvious risks.

The shop is well lighted, and the approaches both from the street and to the individual stalls are carefully kept open, each stall having its own individual door. There is a 20' set-back from the street, providing a 20' by 100' apron for temporary accommodation of customers' cars when they first come in.

There is no traffic jam, even in peak periods, because, in addition to the multiple-front doors, there is a 5,000-square-foot body shop in the rear conveniently reached by a separate entrance just around the corner. The front stalls, spray booth, parts department and air-conditioned office provide an additional 3,000 square feet.

The garage boasts annual gross receipts of \$95,000—about 50% for labor, 35% for parts and the remainder for other costs and profit. The shop did considerably more volume than this a few years ago, but has since become

more choosy about body work because many of the insurance companies have cut the profit margins

pretty thin on those collision jobs.

Tommy refuses to do any outright cut-rate body work or patch-up insurance jobs, or to include, as a favor to motorists, any "extra" work not connected with the accident to cover the often troublesome \$50 deductible feature.

Insurance work is nowhere nearly as satisfactory as it used to be, he said. In fact, a complaint of independents is that some car dealers have it stipulated in the financing and insurance contract that all repair work on collision cases shall be done by the "selling dealer." Some garagemen question the legality of this clause and feel it is a proper function of the national IGOA to seek rulings on this point. They believe it is "in restraint of trade."

There is also a growing tendency to question the current practice of insurance companies' demanding and getting a 10% discount on parts.

Thompson has long been active in IGOA, is currently a director of the national group, and an enthusiastic booster for co-operative action by independents. He feels members gain inspiration in regular meetings to improve their plants, and that they pick up valuable information—mechanical and financial.

About 10% of the Thompson gross is in truck work, and they do regular, semi-monthly preventive maintenance for about 60 commercial trucks on a flat-rate basis. This work has been solicited by personal calls and is so successful in avoiding major repairs

(Continued on page 66)

Clean, light-blue coveralls are the "uniform of the day" here.





Long, low, sweeping lines accent the 1959 Lincoln.

The 1959 Lincoln

FOR 1959 Lincoln's new front grille is embellished with neatly stacked concave-convex triangles in seven rectangular groups to amplify the feeling of width and lowness.

The new Lincoln's profile is consistent with the classic appearance of the Continental. Long, low lines are accentuated in the front by a sculptured steel scallop extending from the front wheel area into the front door. The sweep of line is continued by an applique at the rear quarter which is finished with fine brushed lines.

The 1959 Lincoln power train is claimed to be the most rugged in the industry. Refinements such as new engine mounts, a redesigned camshaft, a new spark curve on the distributor and a new carburetor increase operational smoothness and reportedly eliminate the slightest vibration or noise.

A smooth soft ride results from four delicate coil springs. Lateral forces are resisted by means of a track bar extending from the left side of the underbody to the right end of the axle housing, allowing the use of comparatively soft coil springs to eliminate vertical forces. In addition, six rubber bushings have been placed at the contact points between the rear suspension and the underbody to reduce road noise and vibration.

A hot-cold air intake to the fuel induction system has virtually eliminated carburetor icing by maintaining a constant temperature range between 80 and 100

degrees F.

While the car was said to retain its same basic package size and roomy interiors, the over-all length has been shortened two inches.

Major optional comfort accessories are: A single knob control air-conditioning unit with five cooling outlets throughout the car; a special FM radio for static-free listening in any area; a six-way power seat; a power lubrication unit good for 240 applications; a directed power differential to eliminate slippage on ice, sand, mud or snow; power door locks; remote control lid lock, an automatic starter; tinted glass and special all-leather trim.

The Mark IV Continental town car and the Continental limousine will be introduced this fall in addition to the Continental two-door

hardtop, four-door sedan, four-door hardtop and the convertible.

For owners who select the option of the limousine center partition, the Mark IV offers several additional conveniences for comfort and privacy. A curved glass partition window is power-operated from either front or rear compartment.

The firm base of the partition, running between door pillars, is completely upholstered in a special trim scheme. The center of the partition houses an inclined console panel with controls for the rear seat radio tuning and rear speaker volume control, and the control for the partition window. The driver's side of the partition is finished in black leather, with gray cloth used in the rear. Assist handles are provided for easier exit from the limousine.

The Mark IV Continental offers the limousine shown here and a town car, increasing the available Continental models to six. This unit has a special padded, landau-type roof extending back over the rear to form a small formal window. Inside metal surfaces will be finished in gold.





The hardtop appears against Detroit's skyline.



The station wagon offers a six or V-8 engine.

Lark: Studebaker Economy Bet

LARK—Studebaker-Packard's bet that the American public wants a fairly roomy small car at a lower price—went on display this month.

The new Larks are smaller in over-all size, yet are roomier inside than previous models. This was accomplished primarily by reducing front and rear "overhang" to a minimum, while at the same time maintaining a passenger compartment to accommodate six adults.

The wheelbase of sedan and hardtop models is 108½" while over-all length is 175"—shorter than previous models by more than two feet. Yet, front leg room is equal to last year's Studebaker and rear leg room is greater. (The new station wagons measure 113" in wheelbase, 184½" in over-all length.)

Although slightly lower overall, the new Larks provide headroom reportedly unexcelled in the low-price field. Shoulder and hip room are similar to last year's models.

Available in De Luxe and Regal versions, the 1959 Larks by Studebaker are "priced below other cars in the low-price field," company officials said.

In describing the new models, Studebaker-Packard President Harold E. Churchill explained that "the completely new 1959 Studebaker Lark is the car the motoring public has told us it wants—and has urged us to build.

"It is a car of modest price, yet featuring the high-quality, sound engineering and distinctive styling that is traditional with Studebaker. It is a functional, comfort-

able, family-size car that is economical to buy, economical to own and economical to operate. And it establishes a wholly new concept of handling and parking ease among American cars."

The new smaller Lark is available in two- and four-door sedans, two-door hardtop and station wagon models.

Also offered for 1959 are Studebaker's popular Hawk Six and V-8 five-passenger coupes. The new Hawk retains its styling with minor modifications and refinements. Among these are new combination parking-directional lights, new rear fender styling and an all-new, more luxurious interior.

The 1959 Studebakers are available with either a brand-new L-head six-cylinder or overhead-

(Continued on page 72)

The four-door sedan offers De Luxe or Regal trim.

Instrument panel sports easy-to-read dials.



Studebaker Shows New Vigor

By **BILL HERBERT**
Editor

THE 106-year-old name of Studebaker promises to show new vigor in this new marketing year.

True, the "Packard" part of Studebaker-Packard Corp. has been laid to rest—temporarily at least, but you can ascertain pretty quickly some reasons why the company which was started on \$68 and a father's word can expect to carve its way back into the black in the months ahead.

The "knife" which may do the trick will be the 108½"-wheel-base Lark, the economy car (see page 40) designed to meet the demands of some Americans for economy and yet who did not want to buy a car with the austerity which evidently helped keep the corporation's Scotsman from success last year.

Shoring up the obvious strength of S-P as its new models bowed this month was a dealer organization of 2,300-plus—many of them "duals." Some of the best-known and best-financed "Big Three" dealerships have lately signed with S-P. (Some wanted the economy Lark and some also eyed the Mercedes Benz line.)

President Harold E. Churchill told SOUTHERN AUTOMOTIVE JOURNAL that "about 50% of the 200 dealers we signed up in September were 'duals.'"

In letters and in conversations at conventions over the Southland this year great numbers of franchised dealers have complained of having to "remanufacture" new cars either before or after passing them into customers' hands. Quality control, much talked about at factories, has not worked down to those many hands on the long assembly lines, they said.

Union leaders and factory officials at S-P claimed they have arranged to solve this. The union officials asserted that the word had been passed that they themselves would be watching for signs of poor workmanship attributable to their members. "Our jobs depend on relieving the factory of this criticism," was one union man's observation at South Bend.

The community-wide spirit of



Formerly chief engineer, President Harold E. Churchill could list a number of reasons last month why he believes Studebaker-Packard will begin pulling out of the red. One is this 1959 two-door Lark sedan.

determination to blow new life into S-P was evident to the more than 300 editors who attended the press conference and proving ground demonstrations and tests last month. Editors observed the "tight" performance at various speed ranges of the Lark, both the six-cylinder and eight-cylinder versions.

The increased dressiness of the Lark, exterior as well as interior, over the Scotsman, plus the strong support of its union labor and a new and bigger bank of dealers with greater capital should give S-P the push that may reverse its trend in recent years toward deeper red ink. That was the consensus of many seasoned automotive writers who were interviewed dur-

ing the two-day South Bend visit.

But what will happen to the "duals" if the "Big Three" each bring out an economy car, after having watched with a somewhat greedy eye the great sales success of American Motors' Rambler American?

S-P officials quickly pointed out that Chevrolet dealers, for example, were not being signed up. Rather, Oldsmobile, Pontiac, Buick and other dealers in medium- or high-priced lines were adding S-P. Should Chevy decide to use the dies now ready for its economy car, no "duals" of S-P would be affected, they emphasized.

S-P is hoping its capacity of 70 to 72 Larks an hour will be taxed.

(Continued on page 86)



Of concrete block, this air-conditioned shop is tastefully faced in front with natural pink Holiday Hill stone.

South's Cleanest Garage?

ON THE waxed floor of this fully air - conditioned independent shop—that's right, the floor of the shop is kept waxed—there are no cigaret butts, no ashes, grease spots, dirty rags, no litter.

On the workbenches and otherwise conveniently located are seven ash trays that are used. There is an equal number of bright red trash cans—seven—located around the shop against the walls. Also used.

By Baron Creager
Southwestern Editor

One corner of the shop serves as a storage center for all the materials and equipment used in cleaning. This is done by a full-time porter who picks up and delivers cars, but who devotes at least half his time to keeping the place clean. Sweeping, cleaning windows, workbenches, equipment. Once a week a new coat of

green wax goes on the floor and every two months the built-up wax is cleaned off with naphtha and a new base goes on.

White Rock Automotive in Dallas, Texas, does not look like a garage from the outside, especially with the doors closed, which is possible in summer because of air-conditioning throughout. Inside, with everything so attractively clean, the place looks even less like a garage except for the work-

This floor is waxed weekly! Every two months old wax is removed and new wax is applied.



benches and familiar equipment.

So this may be the cleanest automotive shop in the South—or the North too, for that matter—because Owner Jack Powers admits to having always been sort of old-maidish about having things clean.

"It has always been my belief that a job cannot be performed correctly by mixing dirt and gravel with it," he said. "I have always been sort of old-maidish about this, but it pays off.

"My experience proves that customers like a clean shop. Every new customer comments that it is 'the cleanest shop I ever saw.' Regular customers, who are used to our cleanliness, continue to comment.

"It is good advertising. Like most independents, we must receive our customers right in the shop. The shop and our work are all we have to sell, so we sell it first on appearance, second on performance. Cleanliness of the place is impressive and creates confidence. An automotive garage as clean as this one makes a lasting impression and customers tell their friends. The idea sinks in that anyone as particular about his own building and equipment will be just as particular with the equipment of customers.

"We are used to keeping it clean and the atmosphere has an immediate influence on customers, new and old. A customer with an almost-finished cigaret will automatically start to discard the butt on the floor. But the shine of the floor stops him and he looks for an ash tray."

Powers is a former shop foreman for Greyhound and carried out his ideas of cleanliness there,



Little is seen of such cleaning materials and equipment in many shops. The cardboard box holds a ready supply of wax as well as floor sweep.

but with not as much success.

Something else quite impressive and unusual about an independent shop is that it is fully air-conditioned in summer. This suggests a costly operation for the owner, but the fact is, air-conditioning costs Powers about \$1 a day for cooling the 2,400 square feet.

The explanation is that he designed, and built largely from junk parts, his own 14-ton capacity plant. The powerplant is a converted gasoline engine that operates on natural gas. This plant has accumulated about 10,000 hours of service with little trouble. He did have some valve trouble, but did a valve job and eliminated the difficulty by adding a manifold, hooked to the oil pres-

sure line, for lubricating valve stems.

Powers estimates his air-conditioning bill would be \$75 to \$100 a month with conventional equipment, instead of \$30. To the air-conditioning plant he added a time clock that starts cooling at 6 a.m. for a 7:30 opening, stops it, usually, at 6 p.m. However, there was a point during the summer of '58 when Powers and his crew worked for 40 hours straight — without sleep — and, of course, turned off the time clock.

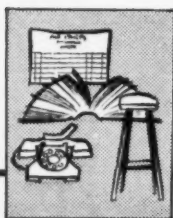
That was during the rush season for the sale and installation of automotive air-conditioners. This shop sold and installed 200 units during that season. In the peak of
(Continued on page 68)

Obviously the dwarf wax leaf ligustrum in this planter gets regular care, as shown by its brightness.



Jack Powers, left, and Robert S. Coleman pose with the condenser which is used to salvage customers' freon.





SOUTHERN JOBBERS and FACTORY MEN



Conveyor moves merchandise from a truck right down the main six-foot aisle conveniently close to the bins situated on each side of aisle.

By **J. VINCENT IMIRIE**
Manager, G. W. Imirie, Inc.
Bethesda, Md.

I GUESS we proved the old saw that nothing succeeds like success when within a few days of opening our new, more accessible, more efficiently planned location, we increased volume 15% and have maintained the new level ever since.

Our customers have found our building easier to get at, more comfortable, more relaxing and quieter to wait in, with service more prompt and more efficient.

These advantages were no accident of chance; they were built in when we planned months before we moved.

From no less than 50 drawings evolved the most suitable one-floor layout, the function of every square inch of space of a 75' by 104' building calculated and designated, every item down to spark plugs and condensers located most advantageously from the counter-men's standpoint.

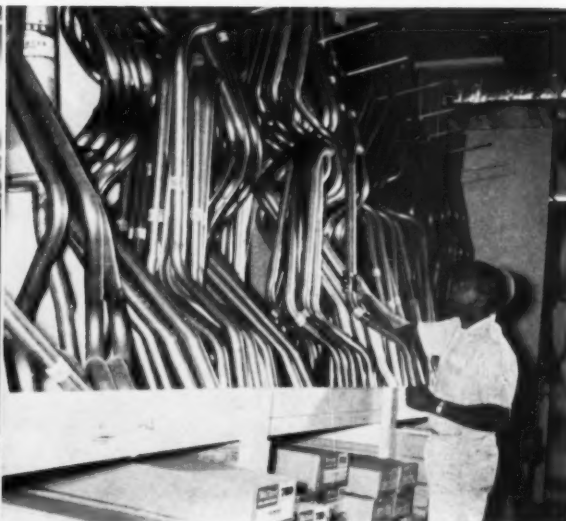
That is the satisfaction of de-

It Paid Us to Move

Fast-moving items are kept on shelves two feet to seven feet—within easiest reach of average counterman.



Tailpipes—the age-old storage problem—are stocked against three walls of building in U-shape formation.





This management's experience has convinced them that air conditioning boosts employee efficiency and makes customers comfortable and patient.

signing a building to your business, rather than fitting your auto parts business into an existing building.

Internal efficiency has increased. Five inside employees now do the work equivalent to the former six. The receiving department handles incoming shipments with half the physical exertion in half the time in the old building. The same number of trucks and drivers handle 20% more merchandise.

Better stock arrangement, better lighting, a main six-foot traffic lane the full width of the building have eliminated the time loss, labor loss and unavoidable space loss of our old complex, noisy, multi-levelled structure.

We knew what we wanted. First on our list was customer accessibility. We chose a side street removed from heavy traffic and backed up our location against a public parking lot with our own parking space in front for four vehicles.

Next, for fast and easy handling of merchandise, the main traffic aisle was flanked with bins on either side.

While shipping and receiving areas are separate to avoid conflict between incoming and outgoing merchandise, they are in adjacent areas.

Merchandise is now transported from a truck by conveyor right to its bin through the main aisle with a minimum of handling. We used to load onto the street first,

and transport from the street to the bins, a costly maneuver because any other procedure was impossible. We can now load heavy merchandise like cases of anti-freeze with labor-saving equipment.

We measured dozens of boxes and items to determine width of each bin and shelf, finding seven inches of clear shelf space most practical. Top and bottom shelves were constructed a foot wide to permit items not fitting into seven-inch widths.

By carefully measuring and planning straight shelving, we found we could store one-and-a-half times as much merchandise in the same number of square feet as heretofore, total height of bins remaining the same.

Our real space savings came in storing mufflers and tailpipes, where a one-third gain in size of stock is stored in a 900-square-foot reduction of space. Using three walls of the stockroom against which to place upright tailpipes in U-shaped stocking formation, with mufflers below, we used existing space without cost of constructing bins.

Stock is now so arranged that individual lines can be kept together, reducing inventory-taking to two-thirds the time formerly required.

In the store all shelves with fast-moving merchandise are within two to seven feet from the floor for quick accessibility without

stooping, bending or stepladder climbing. All shelves below two feet and over seven feet house slow-moving merchandise. Very-fast-moving merchandise, catalogs and specification books are right under the counter.

Incandescent lighting was replaced with four-foot fluorescent lights running the length of the aisles. We designed entirely dependent on artificial lighting, save for one window in our 21' by 16' general purpose room used evenings for meetings, conferences, training schools and serving as an employees' lunchroom at midday. We omitted windows because they are space-consuming, affect temperature control in winter and summer, and invite burglary.

And talking of temperature control, I would like to put in here that we consider air conditioning a must. Its effect on employee efficiency and production, customer patience and comfort cannot be gainsaid. Its general acceptance makes it a business requirement.

For our type of business we considered vinyl asbestos tile flooring superior to any other with regard to durability, appearance and cleanliness. It is highly resistant to solvents, gasoline or other materials likely to get spilled. Moreover, it is low in cost.

Greater Individual Production

Office area was carefully computed, and by a series of cubicles for company officers and personnel, we know we have replanned for greater individual production. With a view to the future if we should sell, office partitioning walls can be removed. A second story can be added easily.

We moved during a three-day holiday period, suffering no interruption in business, thanks to foresighted planning. Knowing and recording in code where every item was going, knowing precisely how every square inch was to be utilized even down to the location of the pencil sharpener, our staff of 24 knew the aisle and space number of each case and carton.

Incidentally, moving is a healthy event. Nothing affords so thorough a housecleaning of obsolete merchandise. We auctioned, sold as scrap and threw away, recovering about 10% of original value. Our change of location added up to a \$100,000 investment for lot, building, furniture and fixtures, and moving.

Our customers have proven the best test of how successful a job we have carried out.

VCAWA Airs Problems Of Service Industry

Topics dealing with problems of the aftermarket were aired in panel discussions at the 32nd annual fall meeting of the Virginias-Carolinas Automotive Wholesalers Association at the Robert E. Lee Hotel in Winston-Salem, N. C., Oct. 15-16.

Also on the program were addresses by Robert W. Nix of NSPA,



President Holland

B. W. "Whit" Ruark of MEWA and J. E. Ashworth.

As usual the topics leader was the vice-president, J. A. Richardson of Condrey Motor Parts, Inc., Richmond, Va.

The president of the group, whose membership embraces 59 firms, is Ned Holland of Holland Auto Supply, Greenville, S. C. Secretary is Carl G. Sproles of National Parts, Inc., Bluefield, W. Va.

Officers are elected at the spring convention.

Canfield Oil Names Two

Canfield Oil Co., Cleveland, O., has appointed G. W. Klier Co., Atlanta, Ga., as sales representative in the Southeast and Stanley Bowles Co., Dallas, Texas, in the Southwest.

Tarheel Firm Opens Branch

A branch store has been opened in Mt. Holly, N. C., by Genuine Parts, Inc., Gastonia, according to R. A. Dickson, secretary-treasurer.

"We have recently been appointed a warehouse distributor for **Champion** spark plugs and have also added **Prestone** anti-freeze this year," announced President **George P. Rogers** of **Walter S. White Auto Parts, Inc.**, Birmingham, Ala.

Southwest Show Planned for Dallas During 1960 Despite Pacific Conflict

DESPITE the loss of \$17,000 of Southwest Automotive Show funds through embezzlement, the 16th Southwest Automotive Show will be set up in Dallas in March of 1960 regardless of dates in the same month scheduled for the Pacific Automotive Show in Denver, Colo.

This was announced to the annual convention of the Automotive Wholesalers of Texas in Galveston by Yancy Robertson, Southwest Show president.

Robertson, a Marine in War II, is wholesaler of Dallas, of the firm of Robertson and King, and was elected president during the last show in 1957. During the AWOT convention he was also plucked from the membership and elected second vice-president of that association, without having previously served as director.

Early in the convention Robertson was called to the platform and introduced by President T. C. Watkins of Midland, who said Robertson would report on the show. (Wholesalers of the Southwest actually own the Southwest Automotive Show if they are accredited sponsors and this category includes many members of AWOT.)

Robertson spoke simply, without forensics, saying that "apparently I got into a complicated mess" (by being elected show president).

"We wound up with a \$17,000 embezzlement. But we also wound up with a sizable amount of money—enough to have a good show.

"Our books are now balanced within \$257 and we are going to be satisfied with a balance that close."

Robertson then reviewed the position of the Southwest Show as concerns dates. He said 1959 dates in March had been established and filed with the regional show coordinating board before ASIS dates were set. Thereafter, Robertson continued, the Southwest Show selected March 24 to 27, inclusive, 1960, for a Dallas show and notified the regional show board of its selection. Subsequently, he recalled, the Pacific Show selected March 10 to 13, Denver. He added:

"We have been kicked around quite a bit as a show and we don't like it.

"We have been writing some letters and we hope to take some action that will get this situation corrected.

"We believe we can and will have a good show. We can get 48-hour delivery of exhibit equipment from Denver.

"But we need your help. Not only the help of you Texas wholesalers, but the help of wholesalers from all over the Southwestern part of the country."

For Automotive Booster Club, Southwest No. 4, Dallas, Texas, one new officer was sworn in along with four who advanced in office at the regular monthly meeting Nov. 1. The meeting was delayed one week to coincide with the annual dinner dance that night. The retiring president, those advanced a step in office and the new treasurer named in the annual election Sept. 27 are (l. to r.): John E. McEvoy, president; Ralph E. Russell, second vice-president; F. L. Wadsworth, secretary; Lee W. Boswell, retiring president; Mercer Battle, treasurer, and Paul McKay, first vice-president.





Officers and directors of AWOT pose during their convention at Galveston.

Five Factory Practices Protested By Texans Observing 25th Birthday

By Baron Creager
Southwestern Editor

MORE resolutions than ever before were aimed at disapproved practices by the Automotive Wholesalers of Texas in the concluding minutes of the silver anniversary convention in Galveston Oct. 15-17.

Of the ten resolutions presented by the committee headed by Albert May of Dallas, all were accepted. Six dealt with industry practices either approved or condemned by AWOT. Of the latter there were five.

One resolution commended manufacturers who have revised their practices of distribution, thus enabling "their independent automotive wholesale distributors to compete profitably."

Protestation was the tenor of the other five resolutions. One noted the ever-increasing size of the factory catalog and asked manufacturers to make available two catalogs, one for counters and the other containing only fast-moving specifications and price sheets.

Other resolutions:

Called on factories still using it to discontinue the "archaic" freight-allowed policy and, instead, prepay freight.

Requested manufacturers who are selling direct to fleet accounts at or below prices charged wholesalers to reconsider this policy.

Deplored continued "monopolistic practices" of some motor vehicle manufacturers and "certain oil and rubber companies," together with growing evidence of "the break-down of enforcement of our anti-trust laws."

Condemned the alliances alleged to exist between "certain leading manufacturers of automotive products" and major oil and rubber companies.

In opening the convention, President T. C. Watkins of Midland reviewed early struggles of the association before it attained its present strength. He said:

"All in all it has been a good year and a good 25 years. This week our time spent here will not have been wasted if we keep our eyes on the road ahead and occasionally glance into the rear-view mirror to see where we have been."

Joe L. Ward, Jr., of Waco, chairman of the automotive training committee, was unable to appear and his report was read by Max Figh of San Antonio. This showed the training program had grown at a rapid rate since

(Continued on page 132)

Principal officers of AWOT are (l. to r.): seated, Fred Pinkston of Lubbock, president; Mrs. H. G. Baker of Hillsboro, reelected secretary; T. C. Watkins of Midland, retiring president; standing, G. C. Morris of Austin, the veteran executive director; W. E. Woods of Houston, advanced from second to first vice-president; Yancy Robertson of Dallas, newly-elected second vice-president, and Poncho Oatman of Austin, reelected treasurer of the association, whose total membership exceeds 500.





SERVICE and MAINTENANCE

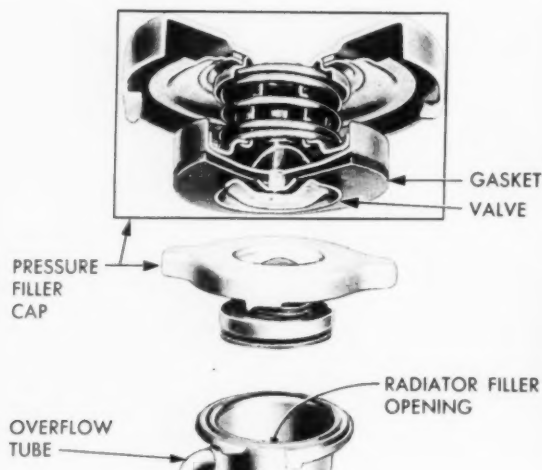


Fig. 1—Radiator pressure cap.



Fig. 2—Reverse-flushing radiator.

Winterizing the Cooling System

THIS is the time of year when cooling system service should be at its best. Leaks cause the loss of the coolant and anti-freeze which, in the colder climates, may result in engine damage due to "freeze-up."

Happier customers and more work for the shop may be had by giving each job a cooling system inspection.

The pressure-type cooling system is becoming more and more universally used. This is controlled by a pressure-vent-type radiator cap (Fig. 1). The operating pressure is usually stamped on the cap. The cap is designed to operate under abnormally high temperatures. Under normal conditions, no pressure is built up within the radiator.

Care must be exercised in removing the cap. First, turn the cap counterclockwise to stop. This will release built up pressure through the overflow tube. To remove cap after pressure has been released, press down and continue to turn cap counterclockwise. To remove



By E. M. Lowery
Technical Editor

the cap suddenly may result in serious burns.

Cleaning the cooling system:

Large deposits of rust, scale and sediment can be prevented from forming in the cooling system by

the occasional use of a reputable cooling system cleaner. In areas where the water contains a high percentage of minerals, the cooling system should be cleaned at regular intervals; otherwise, it may be necessary to remove the top or bottom tanks of the radiator to clean the core.

Reverse-flushing will loosen and remove deposits of rust, scale and sediment more thoroughly than ordinary flushing. Reverse-flushing of the cooling system is accomplished by forcing air and water through the system in the direction opposite that of the normal flow of water in the system.

Keep the radiator core openings clean so that air can pass through the openings unobstructed. Use an air hose on the back side of the core to blow out dead bugs, leaves and other particles of dirt that stick to the outer surface of the core.

Use of cooling system cleaner:

A high-quality cooling system cleaner chemical loosens, dissolves

and removes rust and scale that form in most cooling systems. The cleaner is harmless to the cooling system provided it is used in accordance with the directions on the container.

After the engine has been operated the required length of time with temperature around 200° F., drain the cooling system immediately before the loosened sediment has a chance to settle. Be sure to open all the drain cocks.

In some instances it may be necessary to repeat the cleaning operation. In unusual cases where systems are badly plugged, it will be necessary to reverse-flush the radiator core and cylinder block.

Reverse-flushing radiator:

Drain radiator and disconnect hose from radiator inlet. Connect a long section of drain hose to the radiator inlet pipe. See Fig. 2. The hose should be long enough to extend outside the engine compartment to allow water and sediment to drain without spilling on the engine or other parts of the car.

Disconnect the radiator outlet hose from water pump and insert flushing gun in hose. First make sure water will flow through radiator, then apply normal water pressure. When it is known water will flow through the core, apply air pressure in short bursts into the water stream to help remove sediment and scale. A pulsating water flow will loosen sediment faster than a steady flow.

Caution: Use of excessive water or air pressure may damage the core when using the flushing gun, so be certain that water will flow through core before applying air pressure.

Reverse-flushing cylinder block:

If the cylinder block is badly clogged with rust and scale, the

water distributor tube (if used) should be removed before reverse-flushing the block. If the tube is not removed, the sediment in the block may plug the tube or its slots which direct the flow of water toward the valve ports. On older cars, it may be advisable to remove the core hole plugs to permit thorough cleaning of the block.

To reverse-flush the cylinder block, remove the thermostat and connect a piece of hose—long enough to extend beyond the engine compartment—to the water pump inlet. Connect the radiator inlet hose to the thermostat housing and insert the flushing gun. See Fig. 3. Force the water and air pressure through the block until water runs clean. Remove the flushing gun from the radiator inlet hose and insert it in the water pump inlet. Flush the block in the direction coolant normally flows.

Use of rust resistor:

The use of rust resistor helps prevent the formation of rust and scale in the cooling system. After the cooling system is cleaned, add one pint of a reputable rust resistor to the system, unless an anti-freeze solution containing a rust inhibitor is being used.

It is a good practice to feel the inside of the radiator filler neck and inside the radiator top tank for evidence of the formation of scum or rusty particles, and, if so, clean the system and fill with fresh water and rust resistor.

Anti-freeze solutions:

During cold weather when atmospheric temperatures fall below freezing (32° F.), the cooling system should be protected with a reputable brand compounded from denatured alcohol, menthanol (synthetic wood alcohol) or ethylene glycol.

Caution: Anti-freeze solutions containing sodium chloride (common table salt), calcium chloride, magnesium chloride, or any inorganic salt should never be used as an anti-freeze. Water-soluble organic products, such as sugar, honey, or glucose, or any organic crystalline compounds, are not recommended. Mineral oils, such as kerosene, or engine oil, may damage rubber parts and therefore prove harmful.

Before an anti-freeze solution of any type is added to the cooling system, drain and flush the entire system. Replace deteriorated hose and be sure all hose connections are tight. Inspect for possible leakage of cylinder head gasket, outlet elbow gasket and heater connections. If rust or scale is present, reverse-flush the cooling system, using a reputable cooling system cleaner.

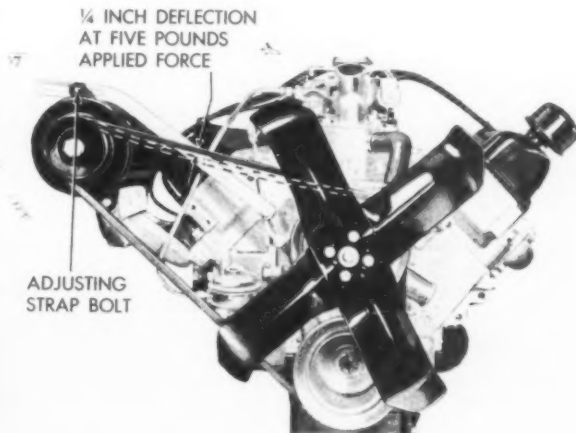
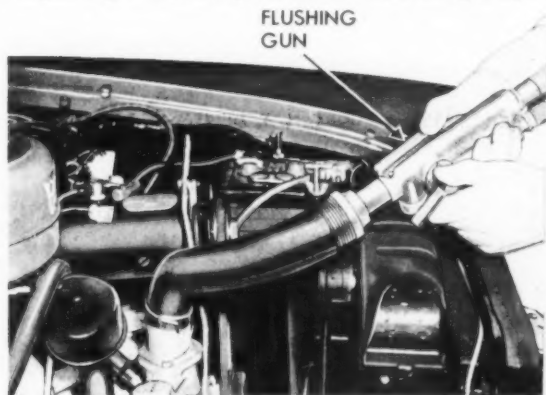
An alcohol-type anti-freeze solution is subject to evaporation. When used in the cooling system, check the solution periodically. If an alcohol-base liquid is spilled on the finish of the car, the finish may become damaged, unless it is washed off immediately with a generous amount of water. Do not use a high-temperature thermostat (180° F.) with an alcohol-base anti-freeze solution.

Testing anti-freeze solutions:

The freezing point of an anti-freeze solution in the cooling system can be determined with a hydrometer. Always test the solution at the temperature for which the hydrometer is calibrated, and use a hydrometer of the type that will accurately test the particular type anti-freeze solution used.

Caution: Never add water or anti-freeze solution to an overheated cooling system.

Below: Fig. 3—Reverse-flushing cylinder block.
Right: Fig. 4—Checking belt tension with straightedge.



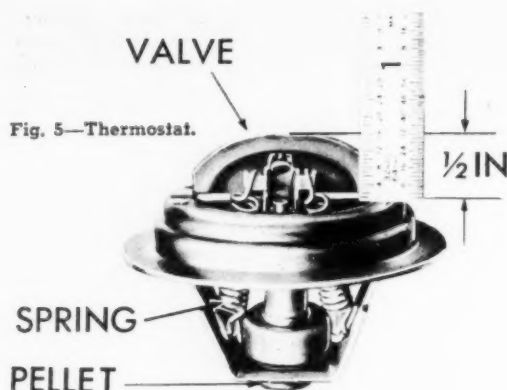


Fig. 5—Thermostat.

Fan belt:

Correct belt tension is important to the proper operation of belt-driven units. This is especially true on cars equipped with power steering or air conditioning. A slipping belt due to looseness or grease will cause premature wear of the belt and reduce the efficiency of the driven units. Over-tightening belts will put too great a load on bushings or bearing.

Belt tension:

To check belt tension, place a straightedge on the belt between the generator pulley and fan pulley. Apply a five-pound force at the center of the belt and measure the deflection. See Fig. 4.

Thermostat — pellet-type (Fig. 5):

The pellet-type contains a paste mixture and as the pellet absorbs heat, the paste liquefies and increases in volume. This expansion moves the piston up, which in turn opens the valve against the tension of the springs.

If there is evidence of overheating, carefully inspect the pellet for leakage and test the thermostat for proper operation.

A special high - temperature thermostat that starts to open at about 180° F is available for use in extremely cold climates where more heat is desirable for operation of watertype heaters. The high - temperature thermostat should not be used with alcohol-type anti-freeze solutions.

Testing thermostat:

To test the thermostat, suspend the unit and a reliable thermometer in a pail of water so that they do not contact the bottom of the pail. Heat the water and record the temperature at which the thermostat begins to open. Continue heating and record temperature at which thermostat is fully open. The pellet-actuated thermo-

stat is fully open when the valve is open approximately 1/2". See Fig. 5.

Water pump:

Inspect for leaks. Correct as necessary.

Diagnosis procedures—leakage:

1.—Radiator heater and connections—Inspect all hose connections for radiator and heater. Inspect radiator and heater cores for seepage of water. Inspect seams and soldered connections in top and bottom tanks of radiator. Inspect water outlet elbow for leakage at gasket.

Leakage of water or anti-freeze will usually leave some trace of rust or dye from the anti-freeze solution.

2.—Cylinder head and gasket—A slight amount of seepage of the dye in certain types of anti-freeze solutions will cause some discoloration at the cylinder head gasket. This does not always indicate that the gasket is leaking excessively. If there is an actual loss of coolant, indicated by frequent necessity of adding water to the radiator, and no other source of leakage can be found, the gasket should be replaced, using sealing compound on both sides of the gasket.

When tightening a cylinder head, always use a torque wrench. Draw the cap screws down uniformly tight and in the proper sequence, to avoid distortion of the cylinder head and block. Always re-tighten the cylinder head after the engine has been allowed to warm up.

Following are other possible points of leakage:

Core hole plugs in cylinder head or heads, core hole plugs in cylinder block, cylinder head bolts or studs, water pump retaining bolts and any bolts or studs which may enter the water "jacket."

Loss of water (without apparent leakage):

1.—Radiator—Restriction of the passages in the radiator core due to sediment or rust will cause the coolant level to rise when the engine is running and coolant will be lost through the overflow tube.

2.—Compression leak at cylinder head gasket or air leak at suction side of water pump—Displacement of the coolant in the radiator core and loss through the overflow tube can be caused by a compression leak at the cylinder head gasket or by air entering the coolant at the suction side of the water pump.

To determine whether either condition exists, first remove the cap and apply masking tape over the filler neck, making sure that there is no air leak. Attach a hose to the overflow pipe and put the end into a pail of water. Run the engine long enough to obtain operating temperature.

If bubbles appear in the water when the engine is accelerated, loosen the fan belt so that it will not drive the water pump, and again accelerate the engine for a short period of time. If air bubbles still appear in the water, air is leaking past the cylinder head gasket into the cooling system. Tighten cylinder head cap screws to specified torque. If leakage is still evident, replace the gasket and inspect the surfaces of the cylinder head and also the block for small cracks.

If bubbles do not appear in the water when the engine is accelerated with water pump inoperative, air may be leaking into the system at the water pump. It is possible for the connection to be tight enough to stop a water leak, but not an air leak.

Overheating:

The common causes of overheating which are directly traceable to the cooling system are clogging,

December: Tuning Up Ignition

Nothing makes them run as good as good ignition, not that you don't already know it! Ed Lowery will include timing and the distributor in his get-the-most-out-of-it article.

improper circulation of coolant, or running engine when coolant level is low. Overheating may also be due to incorrect ignition or valve timing, or dragging brakes on the unit.

Another cause of a rise in engine temperature above normal is unusual operating conditions, such as overloading the car, driving in heavy mud or sand, operation (or excessive engine idling) under extreme conditions of heat or altitude. A special radiator having additional cooling capacity should be used for continued operation under such unusual conditions.

Important: The thermostat is seldom responsible for overheating. If damaged, the bellows expands and the valve stays in the side-open position.

1.—Fan belt—If the fan belt is loose or slipping, the water pump will not circulate coolant at the proper rate to cool the engine. To test fan belt for tightness, place a straightedge across fan belt from generator pulley to fan belt pulley. Belt is properly adjusted if it can be pushed downward with finger $\frac{1}{4}$ " from straightedge (between the pulleys).

Make sure the fan belt is in good condition. If worn, it may be stretched and slipping.

2.—Hose connections—Check for collapsed or plugged radiator hose, causing restriction to circulation of coolant.

3.—Radiator—To test for clogged

radiator core, remove the top and bottom radiator hose and insert plugs in the inlet and outlet connections. Fill the radiator with water. Then remove the plug from the bottom connection. If the passageways in the core are not clogged, the column of escaping water should extend 5" to 6" above the lower connection.

Use an air hose on the back of the radiator core to blow out dead bugs, leaves and other particles of dirt that would restrict the flow of air through the core.

4.—Cylinder block—A restricted distributor tube or passageways clogged with rust and scale will cause poor circulation of the coolant. Remove distributor tube and reverse-flush the unit's cylinder block.

Engine warm-up—slow:

If the cooling system is dirty, sediment may collect in the folds of the thermostat bellows and prevent the valve from seating fully. Cover the radiator and bring the engine temperature up to about 180° to be sure the thermostat is open. Then continue to run the engine at a fast speed to increase water circulation and wash out sediment in thermostat. Drain the cooling system immediately and refill with clean water.

If the engine does not warm up as quickly as it should considering the atmospheric temperature, the thermostat may be permanently stuck in the open position.

Aluminum Vies with Iron For Automobile Engines

INDICATIONS are that aluminum is now competitive with iron from a cost standpoint for use in automobile engines, according to two General Motors engineers, Darl F. Caris of GM engineering staff and Dr. Robert F. Thompson of the Research Laboratories.

The two discussed "implications" of aluminum engines recently before the Gray Iron Founders' Society, at which time Caris said that an important development that makes aluminum engines look attractive for future passenger cars is application of high-wear-resistant alloys that eliminate the need for cylinder liners.

"Location of the foundry adjacent to aluminum reduction plants, which permits pouring of hot metal directly from the reduction cells, has affected a substantial cut in the cost of aluminum," he added.

Thompson said wear-resistant aluminum alloys, including high silicon materials, have shown satisfactory wear characteristics both in dynamometer and field tests with experimental V-8 engines. He reported that GM's metallurgical engineering department had investigated various cylinder bore coatings, including chromium plate, iron plate, electroless nickel plate, oxide-type coatings, sprayed steel, sprayed molybdenum, sprayed aluminum and its alloys.

"These have shown varying degrees of promise from very good to unsatisfactory," he said, adding that in the event none of these meets all requirements, "one can always rely on . . . a cast iron (cylinder) liner."

Pointing out that aluminum engines present no impossible machining problems, Thompson said that "there has been considerable loose talk to the effect that machining rates may be much higher than presently used for cast iron."

Atlanta Fleetmen Hear Weigand

A. J. Weigand, fleet sales engineer for Perfect Circle Corp., addressed the Atlanta, Ga., Fleet Superintendents Association meeting last month on "Pistons, Piston Rings, Cylinders and Sleeves." For the past two years Weigand has presented a modern course to colleges and universities in every part of the United States—and to some schools outside the U. S.—which is used as a credit item in the schools.

"Another eager volunteer, sir."





BODY SHOP OPERATIONS

Servicing Quarter Windows and Regulators of Fords

By E. M. Lowery
Technical Editor

HARDTOPS, whether they be two- or four-door, are becoming more in demand. This rakish line seems to appeal to both young and old.

The two-door seems to have more eye appeal. To obtain this, quarter window design and raising and lowering mechanism became a

little more intricate. However, if understood, the service of same gives no problem. There are various types of quarter windows and regulators.

We will discuss those of the '58 Ford cars.

Quarter window assembly (Model 51):

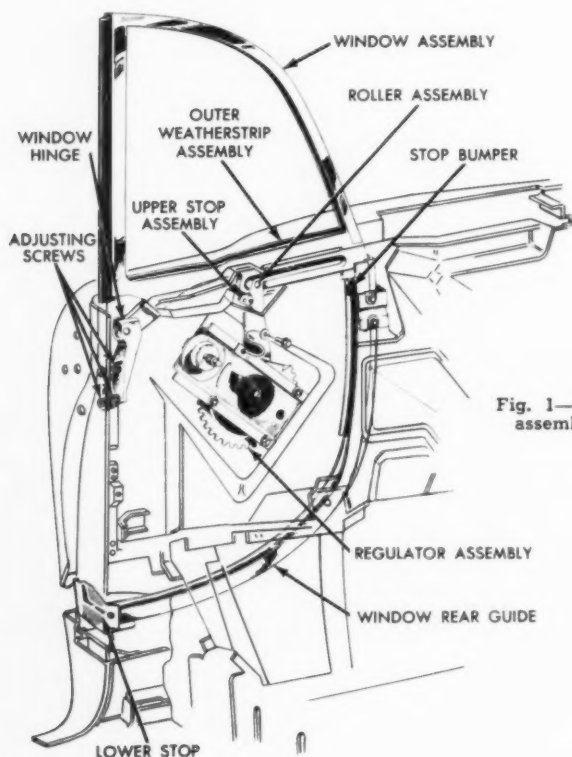


Fig. 1—Quarter window assembly—Model 51.

Glass replacement:

1.—Retract the roof. Move the front seat forward. Remove the rear seat medallion, seat cushion, seat back and quarter garnish molding extension.

2.—Remove the quarter trim panel and loosen the plastic water shield enough to reveal the access holes.

3.—Lower the quarter window and disconnect the regulator arm from the roller assembly (Fig. 1).

4.—Loosen the pivot pin set screw, insert a 1/4-20 bolt into the pivot pin and remove the pin (Fig. 1). Move the window to the rear and turn it end up, then lift it out.

5.—Remove the glass channel from the glass with a tool similar to the one shown in Fig. 2.

6.—Install the glass channel on the glass (Fig. 2), using new glass tape between the glass and channel. Trim the excess tape.

7.—Install the regulator arm on the lower glass channel. Start the window assembly into the quarter panel and install the pivot pin. Tighten the pivot pin set screw and remove the 1/4-20 bolt.

8.—Connect the regulator arm to the roller assembly. Adjust the window as indicated in table 1.

9.—Install the plastic water shield on the door, then install the trim panel, garnish molding extension, seat back, medallion and cushion.

Regulator replacement:

1.—Retract the roof. Move the front seat forward. Remove the rear seat back medallion, seat cushion, seat back and quarter garnish molding extension.

2.—Remove the quarter trim panel and loosen the plastic water shield enough to reveal the access holes.

3.—Lower the window, pull the glass channel roller clip out one notch and disconnect the regulator arm from the roller assembly (Fig. 1). Manually raise the glass to the "up" position and tape it in place.

4.—Remove the regulator retaining screws, and remove the regulator through the access opening.

5.—Position the regulator in the quarter panel and install the re-

Table 1—Quarter window adjustments:

Fore and aft window adjustments:

Model 51*—On pillar post at lower end of hinge (three adjusting screws).

Model 76*—On inner quarter panel to hinge mounting plate (three adjusting screws).

*These adjusting screws can also affect "in" and "out" movement of the window at the rear portion.

Model 64—Front and rear guides to inner panel.

Model 63—Adjusting screws at rear guide.

In and out window adjustments:

Models 51 and 76—Movement of guide assembly, at three locations. Fore and aft adjustment of the guide is also provided to compensate for window adjustment.

Model 63—Adjustment screws at guide to inner panel mounting (front and rear).

Window travel adjustment:

Model 63—Movement of front guide assembly.

Model 64—Movement of upper stop.

Models 51 and 76—Movement of window regulator assembly.

To level glass at belt line:

Models 51 and 76—Movement of window regulator assembly.

Models 63 and 64—Adjust window bar guide.

Miscellaneous adjustments:

Roof side rail weatherstrip in and out adjustment:

Models 51, 57, 63 and 76—At retaining screw holes.

Roof side rail weatherstrip fore and aft adjustment:

Model 76—At retaining screw holes.

Window glass run weatherstrip lubricant:

Use silicone lubricant.

aining screws, then snap the regulator arm pin into the roller assembly.

6.—Check the window operation and adjust the guide, hinge and pivot assembly and glass stops, if necessary (table 1).

7.—Install the plastic water shield on the door, then install the trim panel.

8.—Install the garnish molding extension, rear seat back, rear seat back medallion and rear seat cushion.

Quarter stationary glass (Models 59 and 79):

Replacement:

1.—Open the tailgate and liftgate and lay the rear seat out flat.

2.—Disconnect the liftgate support arm at the garnish molding.

3.—Remove the quarter window

garnish molding, then push the stationary quarter window and weatherstrip assembly out of the opening.

4.—Remove the weatherstrip and the channel from the glass.

5.—Install the channel on the front edge of the stationary glass. Use a new retaining strip, if necessary.

6.—Apply a bead of M-5379-B sealer in the weatherstrip groove, then install the weatherstrip on the glass.

7.—Scrape the old sealer out of the window opening, then apply a bead of M-5379-B sealer around

the opening in the area where the weatherstrip seats.

8.—Position the stationary glass and weatherstrip assembly in the opening, then install the garnish molding.

9.—Connect the liftgate support arm at the garnish molding.

Quarter sliding glass (Model 59): Replacement:

1.—Open the liftgate and tailgate and lay the rear seat out flat. Disconnect the liftgate support arm at the garnish molding.

2.—Remove the quarter window garnish molding. Slide the window back to clear the striker plate, then remove the striker plate (Fig. 3).

3.—Remove the sliding glass run retaining screws, remove the stationary glass and weatherstrip as an assembly, then remove the sliding glass and glass run as an assembly.

4.—Remove the latch and latch retaining strip from the sliding glass, then remove the channel from the rear edge of the sliding glass.

5.—Install the channel and channel retaining strip on the rear edge of the sliding glass, then install the latch and latch retaining strip on the front edge. Use dimensions taken from the old glass to properly locate the latch.

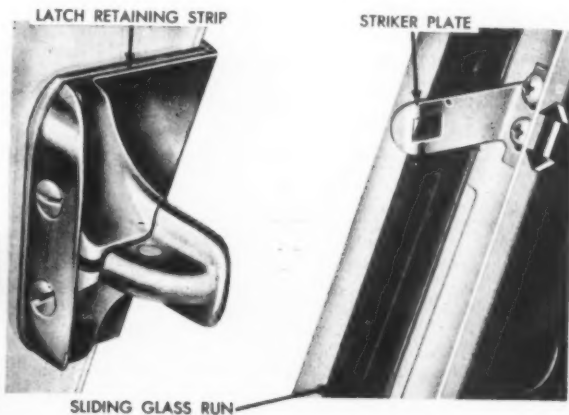
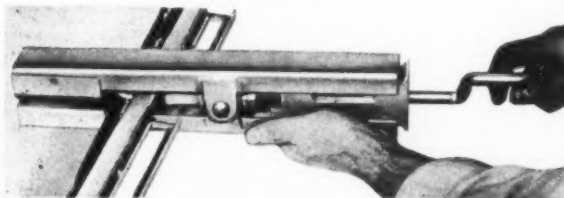
6.—Scrape all the old glass run and weatherstrip sealer from the window opening, then run a bead of M-5397-B sealer all around the opening.

7.—Position the sliding glass run on the glass, and install the assembly in the window opening. Fasten the glass run in position with the run retaining screws.

8.—Install the sliding glass striker plate and slide the glass to check the latch operation. Adjust the striker plate, if necessary (Fig. 3).

9.—Position the stationary glass

Below: Fig. 2—Remove or install glass channel.
Right: Fig. 3—Sliding glass latch and striker plate—Model 59.



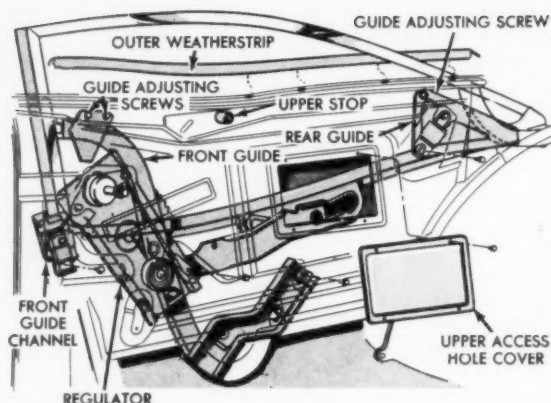


Fig. 4—Quarter glass and regulator removal—Model 63.

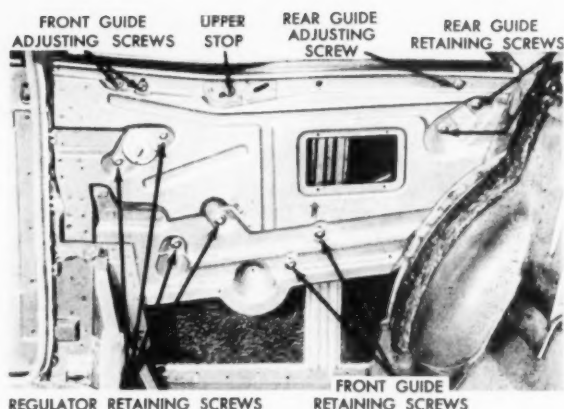


Fig. 5—Quarter glass and regulator replacement—Model 64.

and weatherstrip assembly in the opening, then install the quarter window garnish molding. Connect the liftgate support arm to the garnish molding.

Quarter window (Models 63 and 64):

Glass replacement:

1.—Remove the rear seat cushion, rear seat back medallion, seat back and quarter trim panel.

2.—Loosen the plastic water shield enough to reveal the access holes and remove the upper access hole cover.

3.—Remove the window lower stop from the inside of the lower end of the front guide assembly. Lower the window so the regulator arm is accessible through the upper access hole, then pull the roller assembly hairpin clip out one notch and disengage the regulator arm pin.

4.—Lower the regulator arm as far as possible to get it out of the way, then lower the window into the quarter panel and slip the roller off the lower end of the front guides (Figs. 4 and 5).

5.—Raise the front edge of the glass, move it rearward to disengage the roller from the rear end of the rear guide, then lift the glass assembly out of the quarter panel.

6.—Remove the lower channel and frame assembly from the glass with a tool similar to the one

shown in Fig. 2.

7.—Install new glass tape all around the edge of the glass on Model 63, then install the lower channel and frame assembly on the glass. Trim the excess tape. On Model 64, tape the lower edge of the glass and install the lower channel.

8.—Insert the glass assembly in the quarter panel, slide the channel rear roller into the rear end of the rear guide, then slide the front roller into the lower end of the front guide.

9.—Raise the regulator arm and snap the regulator arm pin into the roller assembly.

10.—Install the window lower stop and plate in the lower end of the front guide, then adjust the stop so the window is level with the belt line when it is in the full-open position.

11.—Adjust the front and rear guides for smooth window operation (table 1). On model 63, check and adjust the roof rail weatherstrip for proper sealing.

12.—Install the upper access hole covers. Install the plastic water shield and the door trim panel.

13.—Install the rear seat back, seat back medallion and rear seat cushion.

Regulator replacement:

1.—Remove the rear seat cushion, rear seat back medallion, rear seat back and quarter trim panel.

2.—Loosen the plastic water shield enough to reveal the access holes and remove the upper access hole cover.

3.—On Model 64 only, remove the front guide adjusting screw nut and retaining screws (Fig. 5), then pull the guide down to disengage it from the roller on the lower channel and remove the guide through the lower access opening.

4.—Lower the quarter window so the regulator arm is accessible through the upper access hole, then pull the roller assembly hairpin clip out one notch and disengage the regulator arm pin from the roller assembly. Raise the glass to the top of the opening and tape it in place.

5.—Remove the regulator retaining screws (Fig. 4 or 5), and remove the regulator through the lower access hole.

6.—Position the regulator assembly in the quarter panel and install the retaining screws.

7.—Lower the quarter glass so the lower channel is accessible through the upper access hole, then snap the regulator arm pin into the roller assembly.

8.—On Model 64 only, raise the quarter window to the top of the opening. Insert the front guide through the lower access opening, engage the guide in the roller at the front of the lower channel, then position the guide and install the lock nuts at the top and the screws at the bottom (Fig. 5).

9.—Adjust the front and rear guides for easy window operation and check the upper and lower stop adjustments (table 1).

10.—Install the upper access hole cover, then install the plastic water shield and the door trim panel.

11.—Install the rear seat back and cushion and the rear seat back

December: '58 Chevy Body Rear End

Some '58 Chevrolets showing up for rear-end body service now in your shop? Technical Editor Lowery will include the rear body glass, deck lid and related aspects next month.

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medallion.

Quarter window (Model 70):

Glass replacement:

1.—Move the front seat forward and remove the rear seat cushion.

2.—Remove the rear seat back trim panel and loosen the plastic water shield enough to reveal the access holes.

3.—Lower the quarter glass and pull the roller assembly hairpin clip out one notch and disengage the arm from the channel.

4.—Remove the glass run lower screw, then pry the glass run loose all around the window opening and pull the glass run up and out of the quarter panel.

5.—Remove the front guide upper retaining screws. Raise the window manually, tilt it inward and disengage the channel from the rear guide as the window is lifted out.

6.—Remove the glass channel from the glass.

7.—Install the glass channel on the glass, using new glass tape between the glass and channel. Trim the excess tape.

8.—Start the window assembly into the quarter panel, engage the channel rear roller in the rear guide, then engage the channel front roller in the front guide.

9.—Install the front guide upper screws finger-tight, then apply a bead of M-5397-A or B6A-19563-B sealer all around the window opening where the glass run seats.

10.—Slide the glass run into position, making sure the run engages the front edge of the glass. Snap

the run into the opening, then install the glass run lower screw.

11.—Snap the regulator arm pin into the roller.

12.—Adjust the front and rear guides for smooth window operation, and adjust the regulator arm stop so the window top edge is level with the belt line when open.

13.—Install the plastic water shield and the door trim panel.

14.—Install the rear seat back and cushion.

Regulator replacement:

1.—Move the front seat forward, remove the rear seat cushion, rear

seat back and quarter trim panel.

2.—Loosen the plastic water shield enough to reveal the access holes, and lower the quarter window.

3.—Disconnect the regulator arm from the lower glass channel by pulling the hairpin clip out one notch from the roller assembly, and disengage the arm from the roller assembly.

4.—Raise the glass assembly to the top of the opening and tape it in place.

5.—Remove the regulator assembly retaining screws, then remove the regulator through the lower access opening.

6.—Position the regulator in the quarter panel and install the retaining screws.

7.—Lower the quarter window and snap the regulator arm pin into the roller assembly.

8.—Adjust the front and rear guides for easy window operation and check the adjustment of the glass lower stop (table 1).

9.—Install the plastic water shield, the door trim panel, rear seat back and rear seat cushion.

Quarter window (Model 76):

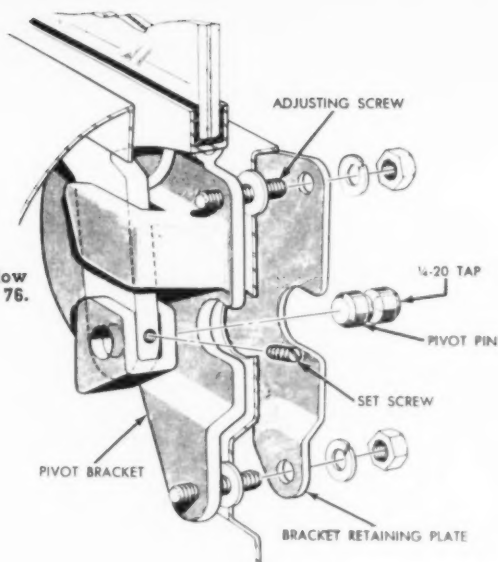
Glass replacement:

1.—Lower the top and remove the rear seat cushion, seat back medallion, rear seat back and the front and rear quarter trim panels.

2.—Loosen the plastic water shield enough to reveal the access holes, and lower the quarter window. Disconnect the roller assembly from the lower channel and regulator arm.

(Continued on page 80)

Fig. 5 — Quarter window pivot bracket—Model 76.





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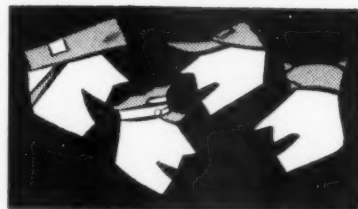
Gentlemen:

As evidence of the wide coverage your magazine enjoys, we have received letters from as far as New Mexico requesting further information regarding the article, "Shop-Customer Woo Program," as

written in your recent September issue.

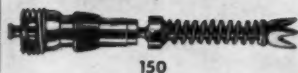
SOUTHERN AUTOMOTIVE JOURNAL has furnished us with much valuable information in the past.

R. J. WARING,
Service Manager,
Ivy-Russell Motor Co.
(Ford),
Houston, Texas

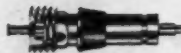


A column of informal comments about the automotive trade and its problems

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TEST DRIVER FOR HIRE

Maybe if you look around South Bend, Ind., you can find a test driver for hire. He probably used to work for Studebaker-Packard Corp.

At S-P's annual press conference last month he was running tests with SAJ's editor and an ed. from Cincinnati. From a standstill start to a maintained 30mph, that driver averaged 24.5mpg. The editors topped that in the same V-8 Lark

Address any comments to: Southern Automotive Journal, 806
Peachtree St., N.E., Atlanta 8, Ga.

Announcing the new
'59 DE SOTO
all new inside and out!



COAT BY I. MAGNIN

NEW SPORTS SWIVEL SEATS



everything you see...

everything you touch...is NEW!

NEW ADVENTURER ENGINE. Now pick the De Soto engine right for *you*. The new and mighty Turboflash V8 gives you smooth and economical power. The fabulous Adventurer engine, optional on all models, gives you the finest performance on the road.

NEW LEVEL-CRUISE RIDE. Automatic load-leveling now optional with famous *Torsion-Aire* suspension. With De Soto's steady weight, it gives you America's smoothest ride.

NEW SPORTS SWIVEL SEATS. Touch a lever in the new DeSoto and your half of the front seat swings out. Enter, and it gently swings you in and locks automatically in place.

NEW FASHION-VOGUE INTERIORS. You get more headroom and leg room...coachwork is tailored with smart fabrics. Dozens of advanced features. Visit your nearby De Soto dealer's and see the very newest today. De Soto Division, Chrysler Corporation.



NEW ADVENTURER ENGINE



The smart way to go places... DE SOTO

(with overdrive) by chalking up 27.2.

In the "constant 30mph" test run on the proving ground, the test expert did 28.9; the editors did 29.2.

Wouldn't you agree that these tests certainly weren't rigged in favor of the manufacturer?

AND AT DEARBORN

In somewhat similar tests with the new Ford, the team in which an SAJ editor was a part tied for

top mpg at 27. Some ran only 21 to 22mpg, again indicating that the cars must have been as Ford Motor Co. officials said they were: fresh off the assembly line with no particular attention to assure their top performance.

FUEL INJECTION GONE?

Bet you aren't having much trouble servicing jobs equipped with fuel injection.

Could be because this rather

costly optional which had been offered by Chevrolet, among others, wasn't so popular.

That brings up memories of the GM Proving Ground near Phoenix, Ariz., a couple of years ago. Harold Metzger, Olds' chief engineer, rigged up test runs to show how little (only a few feet from a standing start to attained speed of around 70mph) could be gained by using fuel injection rather than the four-barrel carburetor which Olds preferred to push.

Identical Oldsmobiles were equipped with fuel injection as used on Chevy and the Quadri-Jet as pushed by Olds. Fuel injection shoved the car just barely ahead of the other as the two whipped by the stands where 71 editors from over the U. S. were witnesses.

NO FROST ON FROST

The ever-peripatetic Mr. Thomas Frost breezed through Atlanta last month and SAJ's Atlanta home. The well-known Warrenton, Va., Ford dealer was attending a highway experts' meeting, part of his



Virginian Tom Frost

interests in connection with being for years a member of Virginia's House of Delegates.

It was Tom, for years an official at the AAA's Indianapolis Speedway Races and on some national economy runs in the West, who one time showed SAJ editors a Black Angus bull owned by Madame Coty of perfume fame.

"That big hunk of beef is worth some real dough," Tom explained to the visitor at the Coty farm. "Madame Coty refused \$50,000 for him, so no one knows what he's worth."

The bull didn't seem to mind; he just glared away at all.

30 MILLION OF EM MUST BUY TRANSMISSION FLUID

Flare Liqui-matic TYPE "A" AUTOMATIC TRANSMISSION FLUID

- for Hydra-Matic • Dynaflo • Powerglide
- Powerlite • Fordomatic • Merc-O-Matic
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SIMPLE AS AN OIL CHANGE transmission refill with *Liqui-matic* Type A, brings you the fastest, easiest, biggest profit of any comparable service — on an average sale of \$8.25, by any garage or service man.

And some operators add a service charge, too!

Also recommended for all **POWER STEERING UNITS**

**CONVENIENT
SIZES
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FAST*
DELIVERIES**

from your local Jobber.
Contact him today!

THE BELL COMPANY, INC.

411 N. Wabash Ave., Chicago 22, Ill.

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Revolutionary NEW RESIN

Makes



BETTER Than Ever!

NOW! Longer Shelf Life

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NOW! Your Choice — Slow Or Fast

NOW! Fills More Area Per Pound

NOW! All The Adhesion You Want

NOW! Unmatched Workability

THE SHOP-RECOMMENDED FILLER



MR. JOBBER: Only DC-3 proved performance leadership, PLUS its new long storage life, gives you fast inventory turnover — cuts your handling costs

MR. BODYMAN: Only DC-3's patented process gives you all these benefits . . . Lets you be complete boss of every job, regardless of climate or temperature

****ORDER FROM YOUR JOBBER TODAY OR WRITE****



DYNATRON CORP.

585 New Park Avenue: West Hartford, Conn., U.S.A.

HEAT PUMP IS DISTANT

The heat pump isn't going to be solving any time soon your heating and cooling problems (not that you have so many) for the passenger compartment of your car.

Ford Motor Co.'s engineering genius, Dr. Andrew A. Kucher, was chatting away with SAJ editors last month before going on the platform to address the annual press conference.

His home at Dayton, Ohio, was heat-pump-equipped back in 1936,

but it never functioned perfectly. Maybe it would have been more efficient if the residence had been situated anywhere below a line drawn roughly from Norfolk to Kansas City, he mused, as below that point you don't have—often—the temperature extremes which you can expect north of that area. Heat pumps don't like too wide a range of temperatures.

However, there's nothing in the wind to talk about right now so far as using the heat pump on your car is concerned, he asserted.

TOM O'NEIL'S TROUBLE

Thomas J. O'Neil, a native of Memphis and for many years a Ford official there, built up a heavy inventory of friends over the South. They'll regret to learn that his granddaughter, around five, had to have an eye removed last month. Physicians' efforts to save it were futile.

A one-time Ford official also at Dallas and Jacksonville, Fla., he also was district manager at Kansas City before being transferred to the general sales office at Dearborn.

In late years he's been assigned to Benson Ford's staff, which deals with dealer relations.

Perfected by THREE cooperating automotive engineering groups working as one unit.



Each family of pistons, pins, rings and sleeves are perfectly mated to each other.



BASIC

SLEEVE ASSEMBLY SETS

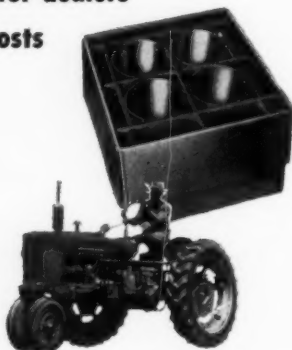
- ▶ Extra profits for dealers
- ▶ Lower labor costs
- ▶ Maximum customer satisfaction

● An outstanding achievement in creative engineering ●

Improved BASIC SLEEVE ASSEMBLY SETS assure your customers up to 26% more power, longer engine life, lower operating costs because of advanced designing combined with premium grade metals through and through.

It's marvelous how pistons, pins, rings and sleeves function together in perfect harmony as a "family." Indeed! this revolutionary precision technique is introduced for the first time into the truck and tractor field through cooperative efforts of automotive engineers representing three nationally known manufacturers.

BASIC emphasizes top quality very moderately priced. Features include overbores, tin plated pistons and chrome rings for extra long service. No wonder BASIC is such a great favorite with tractor dealers and repair shops from coast to coast.



Order from your jobber or from the following warehouses:

J. B. COOK AUTO MACHINE CO.

1503 McGavock St. Nashville, Tenn.

H-M PARTS COMPANY

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JOBBERS SERVICE, INC.

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JOBBERS WAREHOUSE

216 W. 29th St. Okla. City, Okla.

MANUFACTURER'S WAREHOUSING CORP.

1016 Monroe St. Fort Worth, Texas

SOUTHWEST AUTOMOTIVE WAREHOUSE

1611 Avenue G. Lubbock, Texas

SOUTHERN BEARING & PARTS CO.

500 N. College St. Charlotte 1, N. C.

TOOL & PARTS WAREHOUSE, INC.

c/o Border Warehouse Donna, Texas

TOOL & PARTS WAREHOUSE, INC.

2816 Commerce St. Dallas 26, Texas

TOOL & PARTS WAREHOUSE, INC.

111 N. Gable St. Houston, Texas

BASIC SLEEVE ASSOCIATES

Strong Recovery Seen In 1959 Truck Sales

A STRONG recovery in truck sales for 1959 reaching a total of 1,100,000 vehicles for domestic and export use has been predicted by R. C. Woodhouse, general truck sales manager of GMC Truck and Coach Division.

The figure, Woodhouse said, represents a 21% increase over expected truck sales for 1958, which will be in the area of 900,000. He estimated there would be between 730,000 and 740,000 domestic retail truck deliveries this year, with approximately 160,000 additional units for Canada and other export points. Next year's forecast includes 900,000 domestic deliveries and 200,000 export.

The dip in the national economy this year had caused many truck operators to postpone purchases of new equipment, Woodhouse said, adding, however, that this slack in replacement sales would have to be taken up soon to meet the normal demands of obsolescence. GMC truck sales have been on the rise since February, he said, with August being the best sales month since April 1957.

American Motors Raises Buck

Promotion of J. F. Buck to Central Division parts and service manager of American Motors Corp. has been announced by C. M. Tillingham, general parts and service manager. A native of Baltimore, Buck joined the company in 1947 as parts and service representative in the St. Louis zone, and most recently was Detroit zone parts and service manager. The Central Division covers 12 states and includes the Atlanta, Ga., zone.

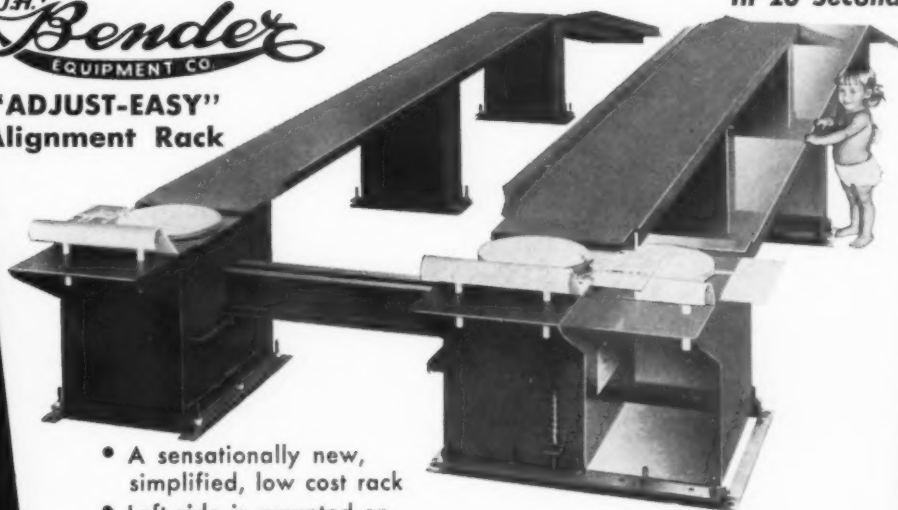
NOW you can handle any car

- FOREIGN CARS • SPORT CARS •
- ALL AMERICAN CARS AND PICKUPS •

It's SO-o-o Easy!
Adjusts to any
tread width
In 20 Seconds!

J.H. Bender
EQUIPMENT CO.

"ADJUST-EASY" Alignment Rack



- A sensationally new, simplified, low cost rack
- Left side is mounted on roller bearings and guide rails—locks in position
- Removable cross beam for full under-car accessibility
- Fits types as well as floor models
- Pays for itself twice as fast

CONVERT YOUR PRESENT BENDER FLOOR OR PIT RACK . .

If you now own a Bender alignment rack, convert to the NEW "ADJUST-EASY" type by exchanging the legs on only the left side.

BUY THE BEST **BUY**
since 1924 . . . **J.H. Bender**
EQUIPMENT CO.
manufacturers of a
complete line of alignment
and frame straightening
equipment.

See your
Bender Jobber
or write to
the factory
for information
and catalog.

**FOR SPEED AND ACCURACY,
BUY**

J.H. Bender
EQUIPMENT CO.

Pioneer in . . .

Magnetic
Camber and
Caster Gauges



and . . .

The most advanced
designed
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2 FACTORIES TO BETTER SERVE YOU

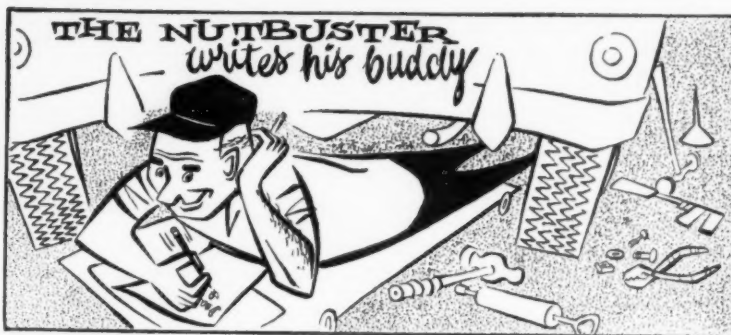
5430 Tweedy Blvd., South Gate, California LOrain 6-3169
2315 No. 26th St., Birmingham, Alabama FAirfax 3-5263

"REPRESENTATIVES INQUIRIES INVITED"

Dear Bill,

Yeah, man, I agree with you. It seems it would be impossible for so many presumably intelligent motorists to take their cars out on the highways and byways when spot-safety-check statistics prove that most of them have faulty equipment.

From my observations I think a number of factors enter into the situation. I'm convinced that only a few of them have a self-destruction bug. I don't think many of them feel like risking a mouthful



Go-Jo the Hand Cleaner that is **SAFETY**

APPROVED



Proven most effective — instant, thorough cleansing. Hexachlorophene and Lanolin fortified for gentle, sure protection from skin irritation and dermatitis. Use GO-JO, the choice of millions for EASIER, FASTER, SAFER hand cleaning.

GOJER INC., BOX 991, AKRON, OHIO

Go-Jo "One-Shot" Dispenser

One pull of handle ejects precise amount of Go-Jo for cleaning dirty hands. Uses 4½-pound throw-away can.

GET GENUINE
Go-Jo
AMERICA'S LARGEST SELLING CREME-TYPE
HAND CLEANER

THE ORIGINAL
DOUBLE ACTION
FORMULA
USE WITH OR
WITHOUT WATER

of steering wheel or their face full of windshield glass or a lap full of engine.

In many cases I think they are honestly ignorant of the shortcomings of their vehicle, even when they have been reminded by their mechanics they are apt to either put it off or forget the warning.

Whenever I think of these "statistic" motorists I think of them as our customers and just what we can do to keep them out of trouble. We have the responsibility of keeping records on their cars which can give us a clue to impending deficiencies, since we know the approximate mileages when failures occur. We can estimate rather closely when they need brake linings, shock absorbers, or what have you. At this time we can make closer inspections in these areas, then we can make more general checks whenever we see the car.

Finding needed safety services is only a part of our responsibility. Unless we persuade the customer to buy the job, nothing has actually been accomplished. If we let him put it off, forget it, or not realize the importance of having the job done now, we've wasted the inspection time.

Since the jobs he needs to make him safe are the very products we have for us—so we have at it.

We've found it bad policy to come up with some dire prediction like "these brakes won't last another 2,000 miles." That little positive statement just might serve as a challenge to some guys. They'll deliberately try to drive another 4,000 miles so they can come back and chide us about our poor prediction.

Our experience has been that a good, honest presentation of the trouble, followed by a direct request to have the job done now, is the most dependable system. Merely jotting a comment on the repair order stating "brakes need relining" is usually ineffective. If the

Watch for the Big News!

**IN 1959
CARTER WILL
OPEN NEW DOORS
TO MORE PROFITS
FOR YOU**

Service doors all over the country will open extra-wide in '59 to let new profits roll in. Where's the business coming from? From revolutionary new Carter fuel system developments ... now making final successful "trial runs" in the market, on the road! And that's not all:

Carter's aggressive "Drive the Business to the

Serviceman" advertising in THE SATURDAY EVENING POST is making profit history. We plan to make history repeat itself this coming year with powerful new ways to stimulate demand for engine tune-ups.

Your future's fine in '59... with Carter!

C A R T E R C A R B U R E T O R
DIVISION OF ACF INDUSTRIES INCORPORATED • ST. LOUIS 7, MISSOURI

customer reads it at all, he usually waits for us to verbally contact him—otherwise he forgets it altogether.

All this maneuvering to keep the customer alive and driving a car with properly functioning equipment may sound like salesmanship of one kind or another. But since the safety of the customer is good business for us, I don't mind being known as a super-salesman.

By the way, how are your brakes?

Shocks?

Light bulbs?

Tires?

Steering?

(Just what mechanical deficiency isn't a safety factor?)

Yrs,

Ed.

Garagemen Can Step

(Continued from page 38)

that only about 20% of the truck volume falls in the true repair category. The bulk is service and prevention.

In his shop, instead of hydraulic hoists Tommy prefers sliding electric lifts. A pair of these (one-ton for the front-end and a ½-ton unit for the rear) lifts a car to any desired height and then, if needed, moves it to any of the other stalls and sets it down on steel stands for a brake or transmission job, while the lifts are then free to handle any additional cars that come in. One set of lifts thus serves all four front stalls.

The shop pays the wages and expenses of mechanics while each in turn is sent to take the "school" courses offered by manufacturers. This cost is more than made up for by increased efficiency and better work, the Floridian figures.

The only promotion done by Thompson's are phone calls and personal calls on customers who do not come back after three to six months. The boss is a strong believer in having a mechanically-competent man who also has a good sales personality available to answer telephone inquiries. He does most of this himself and gains much business and good-will by his patient, courteous and kindly interest in prospects' problems.

In Miami the biggest headache of the shops is the loss of trained men to the airlines and other high-paying industries. Some of these men set up in their spare time as illegal backyard mechanics repairing their neighbors' cars—cut rate. In some cases they even lure away customers of their former employers, so that the garages lose not only their skilled help but also some volume. These black-market mechanics can buy parts at some jobbers' at the same price as the shop owner; having no overhead, they can cut usual prices to lower levels.

IGOA members feel that no unlicensed mechanic should be able regularly to buy parts wholesale, and they favor enforcing licensing regulations through the county and city bureaus. Their long-range project of registering all mechanics on a state and national basis would also help meet this problem.

Attmore Dies in North Carolina

Taylor B. Attmore of Washington, N. C., a charter member of the North Carolina Automobile Dealers Association, died last month following a heart attack. He was association president in 1937-38 and secretary from 1935 to 1937.

the GREAT CHOICE in worm-drive hose clamps



where quality is crucial!

where the need is speed!



Performance guaranteed since 1913

IDEAL — America's oldest clamp manufacturer — has always been first choice for all hose connections. Proved yesterday on motordom's first cars — every year on the Indianapolis Speedway for the cars of today and tomorrow.



435 LIBERTY AVENUE, BROOKLYN 7, N. Y.



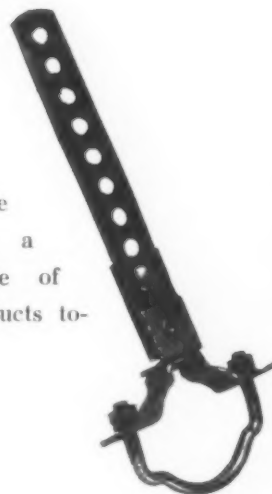
New By *Zippy*

★ U-Type Muffler Clamps ★ Universal Tailpipe Hangers

Complete With Saddle,
Nuts, Washers.



Ask your favorite
wholesaler for a
complete line of
Zippy products to-
day.



... Now Being Manufactured in the South

Made from Extra Heavy-Duty Metal—

All Zippy products are manufactured from full-gauge quality steel. Zippy clamps and hangers form snug seal when tightened without spreading or warping.

Individually Boxed or in Bulk—

Available in all sizes to fit all cars and trucks.

Also Available From Zippy:



ZIPPY U-BOLTS—
may be purchased sepa-
rately—without saddle,
nuts and washers.

ZIPPY TAILPIPE RE-
PAIR KIT — Heavy-
duty guage pipe ex-
tension and clamp as-
sembly. Slip joints in
8" and 12" lengths
less clamp assembly
also available. Indi-
vidually packaged — 6
to shipping carton.



MUFFLER PRODUCTS CORPORATION

P. O. BOX 492

HOUSTON 1, TEXAS



This is how the home of NADA is being enlarged.

Addition Is Planned To NADA's Home

AN EIGHT-FLOOR extension, which will double the space capacity of the headquarters building in Washington, D. C., of the National Automobile Dealers Association, is expected to be completed in time for the annual convention there in January 1960.

The addition, providing a total frontage on K Street of 123', will be constructed between the existing building at 20th and K Streets, N. W., and No. 3 police precinct. When completed, the national headquarters for the franchised new-car dealers of America will include more than 100,000 square feet.

John Hans Graham, architects and engineers, who are tenants in the present building, designed plans for the addition. It will include six floors of office space—in line with the top six floors of the present building—and three levels of parking. The parking quarters, which will accommodate from 50 to 75 cars, will have separate entrances for each level. Some office space will be available for leasing by topflight outside organizations.

Provisions have been made for larger meeting room facilities in the lower level. A 30' by 80' assembly room, clear of columns, will have a seating capacity of 225. It will be designed so that it can be subdivided into as many as four conference rooms.

South's Cleanest Garage?

(Continued from page 43)

the season, the shop worked by appointment. Business was so brisk that some appointments were made a week in advance.

Although Powers never attended an automotive air-conditioning school, it is obvious, since he designed his own plant, that he has a solid background in this field. He believes he installed the first unit ever put into an automobile in Dallas, in 1941. Since then, he has kept abreast of the air-conditioning business as it developed and is recognized as a specialist by manufacturers.

Another effective design by Powers is a condenser that saves the freon gas in air-conditioners of customers' cars.

On many occasions, automotive air-conditioning service requires that freon be withdrawn from the car cylinder. In the form of gas, it is transferred to the Powers-designed - and - built condenser. This consists of a condenser out of a refrigerator, connected to a cylinder to hold the gas, with a fan that can be plugged into any outlet. Cooling the gas reconverts it into liquid so it can be returned to the car system.

Powers says the practice in a great many shops is to let this gas escape, then put in new freon and add this to the bill. With his condenser he salvaged freon for customers to the extent of approximately \$750 during the 1958 season.

When Powers explains this economy to a customer, additional good-will results. Furthermore, the customer is convinced of the honesty that prevails in this shop.

Powers started in business for himself, alone, in 1947. He had no need of another mechanic since his starting point was a pre-fab building, 18' by 20', less than 100' from his present location. There was just room for one car. Later he built an addition to accommodate

two more stalls, but remained at this location for seven years. He says that shop was as clean as the present quarters.

In 1955 he built the structure shown in the accompanying photographs. It is 40' by 60', of concrete-block construction with the front faced in natural pink Holiday Hill stone. The building has drive-through facilities.

Of the total internal area of 2,400 square feet, about 12%, or 288 square feet, is devoted to a combination office and waiting room, parts room containing a small stock of fast-moving parts, and two rest rooms. Rest rooms would probably win awards for cleanliness, too. These are tastefully finished with tiled walls to a height of five feet.

Normally, Powers and two mechanics can handle the business. In the air-conditioning season he and three additional men are required, often on long shifts.

Powers says he finds that most line mechanics like his rules of cleanliness and order. Occasionally, he employs a mechanic who doesn't fit into the requirements of neatness in person and surroundings. And if a mechanic won't help keep the place clean, he doesn't stay around very long.

"We carry the policy of cleanliness to the inside of the customer's car, too," he emphasized.

"All cars are delivered to customers with clean steering wheels. We go over a car carefully to be sure we haven't soiled it inside or outside. We even wipe off fingerprints. It wouldn't be consistent to have a nice, clean shop and deliver cars with soil that was not there when the car came in."

Standard-Triumph Adds 13 Southern Dealers

ADDITION of these 13 Southern dealers has been announced by Standard-Triumph Motor Co.:

Florida—Alan Peterson Motors, St. Petersburg, and Leesburg Motor Co., Leesburg; Georgia—Pruett Motor Co., Thomaston; Louisiana—Downtown Motors, Lake Charles; Nabors Motors, Mansfield; Hood Motor Co., Amite, and Sellers Motor Co., Ponchatoula.

Missouri—Mexico Motors, Inc., Mexico; South Carolina—Ashe Bros. Motors, Orangeburg; City Motor Car Co., Spartanburg, and John Nance Motors, Inc., Columbia; Texas—Fenner Tubbs Co., Lubbock, and Virginia—Barnett Motors, Front Royal.

exclusive shrink-resistant, twist-proof,
easy-on, easy-off, Fel-Pro Felcoid means
you'll get . . .



EXTRA PROFITS on every job!

- 1** Felcoid fits right . . . Shrink resistant, it slips on quickly and easily, fits perfectly everytime!
- 2** Seals tight . . . Felcoid literally hugs the metal, impervious to oil, gas, water, protects the job better by sealing in the protection — sealing out damaging road grime.
- 3** Saves installation time . . . Misfitting oil pan gaskets that waste your profit-time are a thing of the past. Felcoid is always the "right shape and size" when you buy it.
- 4** Removes in one piece . . . No need to scrape sticky particles off of block or pan. Felcoid comes off as easy as it goes on.
- 5** Makes jobs more profitable . . . Because you're assured of a perfect-fitting, time-saving, money-making gasket each time . . . Felcoid is carefully made to precision standards.



no other pan gasket gives you all the
EXTRA VALUES YOU'RE SURE TO GET WITH
FEL-PRO FELCOID

434

Ask your Jobber to show you a Felcoid Oil Pan Gasket . . . That's one way of seeing for yourself just what we mean when we say Extra Values! Twist it yourself . . . Feel how strong yet resilient it is. Once

you've used Felcoid you'll demand it for every oil pan you drop. And, you get Felcoid in hundreds of Fel-Pro Head and Full Gasket Sets . . . All the modern models include Felcoid. See your Jobber soon.

*Serving the sealing needs of cars, trucks, buses, tractors,
small engines and industrial engines . . . since 1918*

FEL-PRO

FELT PRODUCTS MFG. CO., SKOKIE, ILLINOIS (CHICAGO SUBURB)



NEW ECONOMY IN RAMBLER SIX—Only Rambler dealers sell America's acknowledged economy leader, now thrifter than ever for '59, with new advanced carburetion. Rambler Cross Country Station Wagon illustrated above.

JOIN THE SUCCESS PARADE TO

SELL THE ONLY CARS WITH PERSONALIZED COMFORT



SECTIONAL SOFA FRONT SEATS glide forward or backward independently so driver and front seat passenger enjoy exactly the right leg-room. This means true **PERSONALIZED COMFORT!**



AMERICA'S TOP TRAVEL COMFORT—Airliner Reclining Seats! Now more comfortable than ever with **ADJUSTABLE HEADRESTS!** Seats recline to any of five comfortable positions.



SALES MAKER! EXCLUSIVE NAP COUCH is one of many adaptations of Reclining Seats. Wonderful for napping children on trips, rest couch for adults. Make up into twin beds, too!

NEW LUXURY IN 270 HP AMBASSADOR V-8—Only Rambler dealers sell America's new kind of luxury car. Top V-8 performance with superb handling and riding qualities. Distinguished 4-door Country Club Hardtop Sedan, below.





NEW RAMBLER REBEL—THE COMPACT V-8—Only Rambler dealers sell the car that's tops in V-8 economy with outstanding performance plus parking and handling ease. The Rebel offers velvety performance in every speed range.

RAMBLER...THE COMPACT CAR

The year 1958 was the greatest in Rambler history. Sales skyrocketed 81% through August. Rambler out-sold all but 6 other makes.

While other cars grow bigger, bulkier and more gas thirsty, Rambler retains its compact size. For 1959, Rambler presents new style and beauty, even greater economy and new exclusive Personalized Comfort features that mean more sales appeal.

In the Rambler line for Fifty-Nine, there's a car for every prospect: Economy Six, Rebel V-8, Ambassador V-8, Rambler American including the new 100-inch wheelbase Station Wagon... here by popular demand.



BIGGER SALES POINT EVERY YEAR! SINGLE UNIT CONSTRUCTION! Only Rambler—of all low-priced American-built cars—has it! All-welded body-and-frame—more room, more safety, no body bolt squeaks or rattles. Exclusive Deep-Dip rustproofing.

Sell The Best of Both

- **BIG CAR ROOM**
- **SMALL CAR ECONOMY**

GO RAMBLER FOR '59

For full details on the Rambler Franchise—

Call or write in complete confidence:

Director of Dealer Development
AMERICAN MOTORS SALES CORP.
DETROIT 32, MICHIGAN

Here by Popular Demand — **RAMBLER AMERICAN 100-INCH WHEELBASE STATION WAGON**—Rambler dealers now sell a

small car with fully automatic, standard or overdrive transmissions. The American is also available in a 5-passenger sedan.





JOE'S SHOP —

by GRAHAM HUNTER

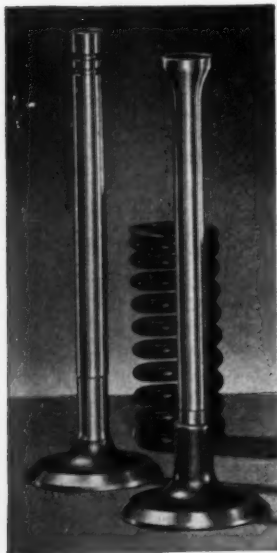


"HOW YUH FIXED FER
THANKSGIVIN' TURKEY, JOE?"

Keep that satisfied sparkle in
your customers' smile—install

Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave.,
Philadelphia 30, Pa. Supplier to leading original
equipment manufacturers. District Sales Representa-
tives: Hirsig-Brantley Co., Jacksonville; J. S. Connell
Co., Dallas.



The 1959 Silver Hawk is offered on a 120.5" wheelbase with either the new six-cylinder or the new V-8 engine. Parking lights have been lowered from atop the fenders to the bumper. A new chrome line accents the fins, which are also highlighted by "Silver Hawk" in scroll and the corporate "Hawk" emblem.

Lark: Economy Bet

(Continued from page 40)

valve V-8 powerplant, and with either Flightomatic, overdrive or conventional transmission. The six develops 90hp at 4,000rpm and has a bore and stroke of three by four and compression ratio of 8.3 to 1. The V-8 develops 180hp at 4,500-rpm, 3.56 by 3.25 bore and stroke and compression ratio of 8.8 to 1.

Both engines are designed to operate efficiently on regular gasoline, giving an important plus in economy.

The new, shorter-stroke, 169.6-cubic-inch, L-head six with an improved combustion chamber design, a higher compression ratio and new carburetion is designed for smooth, lively performance and maximum economy and durability.

For those desiring the extra power of V-8 performance, Studebaker offers an improved, short-stroke, 259.2-cubic-inch, V-8 engine with a higher compression ratio and new carburetion. This powerplant, too, provides exceptional economy of operation and long life.

Among other major engineering advances is a softer, smoother ride resulting primarily from Studebaker's improved variable-rate front coil spring design. These springs automatically compensate for variations in load and road conditions to provide an exceptionally level, well-controlled ride over even the roughest roads. New shock absorber valving and redesigned rear leaf springs also contribute to Studebaker's improved



Why Du Pont Cooling System Sealer is better in 4 major ways

1



DU PONT
COOLING SYSTEM SEALER



OTHER
SEALERS

BEST IN ANTI-FREEZE AND WATER

—Among the five leading brands tested, *only* Du Pont Cooling System Sealer is equally effective in all three major types of coolants—water, glycol anti-freeze solution, and methanol anti-freeze solution. In all tests, with all coolants, Du Pont Cooling System Sealer produced effective seals of leaks in gaskets, engine blocks and cooling cores.

2



DU PONT
COOLING SYSTEM SEALER

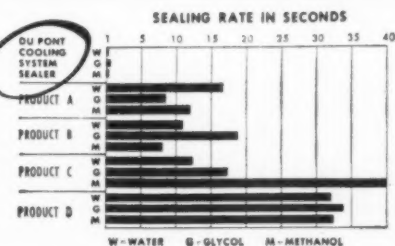


OTHER
SEALERS

GREATEST SEALING POWER—Only

Du Pont Cooling System Sealer contains a scientifically balanced combination of *two* fiber solids for double-strength sealing power. Other sealers have only one. These tiny particles flow through radiator and heater tubes as small as 35/1000 of an inch . . . form an interlocking mat that can plug holes against pressures up to 30 lbs. per sq. in. Du Pont Cooling System Sealer will not clog a cooling system.

3

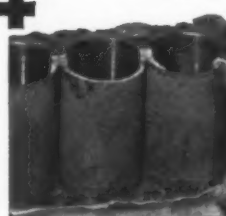


FASTEST SEALING POWER—Laboratory

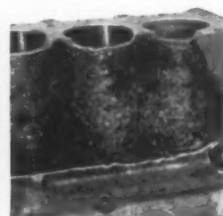
tests prove that Du Pont sealer stops leaks in radiators with all three major coolants in *less than a second*. None of the five other best-known brands tested could match this performance. Du Pont Cooling System Sealer is made for today's high-pressure radiators, and is able to stop any external, internal or gasket seepage from holes up to 1/32 of an inch wide.

4

CYLINDER WALLS



WITH DU PONT
COOLING SYSTEM SEALER



WITH
OTHER SEALERS

HARMLESS TO METALS and HOSES

—The composition of Du Pont Cooling System Sealer is not harmful to cooling system metal and absolutely will not cause corrosion. Unlike some sealers, Du Pont Cooling System Sealer contains no petroleum oils that soften and damage rubber hoses.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

ORDER FROM YOUR SUPPLIER TODAY!

Another fine Du Pont No. "7" Product

DU PONT COOLING SYSTEM SEALER

riding qualities.

The new suspension system also results in increased stability with a substantial reduction in body roll on curves.

A new, more efficient steering gear is used on the Lark six-cylinder sedan, station wagon and hardtop models. It provides faster steering response, improved steering wheel "recovery" and requires fewer turns from extreme left to right. And, the effort required to turn the wheel has been so greatly reduced that power steering is not

even offered on six-cylinder models. Power steering is available optionally on V-8s.

Studebaker's adherence to functional design includes the use of removable fender panels. Should a panel become damaged, the cost of repair is far less than on conventional cars using integral panels.

A new under-dash heating, ventilating and defrosting unit provides improved heat distribution, faster defrosting and quieter operation. For protection from outside elements, the heater motor is



Charles J. French has been appointed executive assistant in charge of factory-dealer relations by General Manager E. N. Cole of Chevrolet Motor Division, succeeding Ivan X. Sarvis, who retired Sept. 30 after 32 years with the company. French became an assistant to Sarvis two years ago. Previously he had been the first manager of the company's dealer committee system and advertising manager. He joined Chevrolet in 1936 as a district manager.

LEE proudly presents the new...

Completely New **Resin-weld®**
ONE-PIECE-CONSTRUCTION
OIL FILTER

***THE ONLY FILTER THAT COMPLETELY REMOVES BOTH SLUDGE AND ACIDS—THE DEVELOPMENT THAT ELIMINATES FILTER-FAILURE!**

New! BUILT-IN NEOPRENE CENTER POST SEALS!

New! MULTI-FLOW PERFORATED CENTER TUBE OUTLET!

New! TOP AND BOTTOM ELECTROLYTIC FINISH STEEL CAPS!

New! ELECTROLYTIC STEEL FINISHED SHELL! NO PAINT TO DISSOLVE AND CONTAMINATE THE OIL!

New! FULL-FLOW UNRESTRICTED BODY SHELL AND TUBE WITH AS MANY AS 3,000 INLET AND OUTLET APERTURES!

New! HEAT-TREATED AND CURED ACCORDION-PLEATED, RESIN-IMPREGNATED, FULL-FLOW ELEMENT!

New! FERIDIUM® ANTI-ACID ANODE CATALYST!

LEE FILTER has done it again with an entirely new kind of oil filter — the LEE Monolithic (one-piece) Resin-weld® Filter with Dual-Dimension filtration — full-flow oil filtration PLUS electrolytic, anti-acid Feridium® filtration. **IT'S THE ONLY FILTER THAT REMOVES BOTH SLUDGE AND ACID!**

Exclusive resin-welding of all filter components makes possible for the first time an irreversible thermo-setting grip, more powerful than rivets or other metal fastening devices. The heated and cured filtering element is bonded or welded in the process. This LEE process makes the Resin-weld® Filter look like what it is — **A FUNCTIONAL PART!**

The LEE Resin-weld® Filter is produced with pre-determined filtering characteristics thereby insuring positive, predictable performance. Filter-failure caused by collapse, by-pass and channelling of the contaminants has been completely eliminated!

LEE Resin-weld® Filters conform to functional standards set by SAE, U. S. Army Procurement, Fort Belvoir Research and Development and initial equipment requirements of car manufacturers. Write for Catalog!

* PATENTS PENDING



LEE FILTER CORP. 41 River Road, North Arlington, New Jersey

situated inside the passenger compartment. A redesigned front seat permits the heat to flow unobstructed under the seat to the rear. This new seat design also permits greater rear seat leg room.

Reclining front seats are available optionally on all 1959 Studebakers. Each divided front seat back is adjustable to seven different positions—including a position flush with the rear seat cushion to form a "bed."

For maximum convenience, the glove compartment is situated in the center of the panel, and the door opens out to form a horizontal "table" with built-in cup wells. Safety padding, both at the top and bottom of the panel, is standard on Regal models and optional on De Luxe models.

The Twin Traction "non-slip" differential is available optionally on all 1959 models, as are power brakes and air conditioning. The automatic hill holder is offered optionally on all models except those equipped with Flightomatic transmission.

Two Southerners Sign For Japanese Car

Two Southern dealers appointed by Luby Datsun Distributors, Ltd., to handle its Japanese-built car are:

Gladding Chevrolet, Glen Burnie, Md., and Rosenthal Chevrolet, Arlington, Va.

**Announcing
the All-New
Toledo Steel
piston . . .**



powerforged

**New forged piston
is up to 70% stronger than
conventional cast pistons!**

Here's a brand new piston in the industry. It's forged, not cast! Forging increases density, thus increasing this piston's strength up to 70% over conventional cast aluminum pistons. This greater strength enables the Powerforged to match the increased load and compression ratios of new, more powerful engines. The Powerforged is furnished tin-plated and in finished sizes.



**Power forging
changes the grain flow
of the aluminum in
the Powerforged piston.
The new, denser grain
is one of the
reasons for the Powerforged
piston's greater strength
and longer life.**



TOLEDO STEEL PRODUCTS

Division of Thompson Products, Inc.

6402 CEDAR AVENUE • CLEVELAND 3, OHIO

THE WORLD'S FINEST AUTOMOTIVE PARTS

Why into Foreign Cars

(Continued from page 32)

Your most successful domestic-car salesman, a man who is eager to come to grips with the customer on price, might be your least successful imported-car salesman. On the other hand, your least successful domestic-car salesman might find the sales effort required for the foreign-car market much more to his liking. After using a unified force for two or three months, you will probably discover who are

your best foreign-car salesmen.

Is there a foreign-car market in your town?

No one can supply the answer to this question without trying it. Certainly an examination of those areas where imported sales are best indicate that sales are being made in rural as well as in metropolitan areas. The fact that a state such as New Hampshire can have almost twice the market penetration as New Jersey is proof enough. The practical conservative as well as the person who buys the

car for ostentatious reasons is found in all sections of the country.

No doubt, in any area where foreign cars are just being introduced, the established domestic dealer will meet with more immediate success than will the independent foreign-car dealer, since the domestic dealer's handling of it alone will create some confidence in the wisdom of a foreign-car purchase.

Perhaps the most rewarding thing about the addition of a small foreign car to a domestic line is a new-found enthusiasm for the automobile business. It is refreshing indeed to find that there are many people who will buy on a basis of product rather than price, who will pay cheerfully, even prefer to pay, an honest and fair profit to their dealer.

In our own case this realization has resulted in our entire organization going into the 1959 market enthusiastically and with a determination to do our part in bringing the merchandising of all automobiles up to a level where it belongs.

Aluminum Bumpers Seen As Weight Reducers

ALUMINUM automobile bumpers today hold great promise for reduced front-end weight, novel styling features and lasting strength.

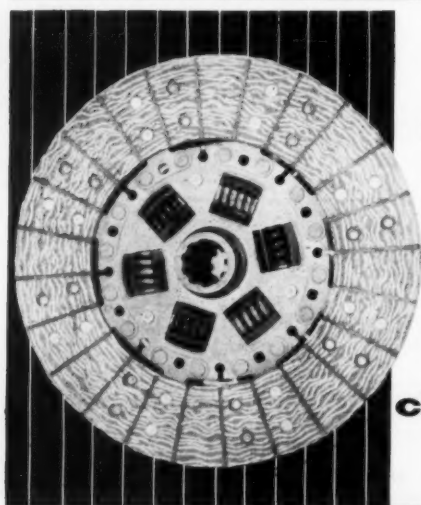
So said E. P. White, manager of the automotive section of Aluminum Company of America's sales development division, in an address before the annual meeting of the American Society of Body Engineers.

Aluminum's durability and ruggedness have been proved, he said, by its exposure to millions of miles and more than a decade of bus and truck use. He added that increasing gross weight of automobiles, greater front axle load and smaller wheels have caused concern over tire loading, steering effort and engine horsepower requirements.

Contemporary front bumpers fashioned of heavy metals can weigh from 50 to 150 pounds, he said, and half this weight or more could be saved through the use of aluminum.

Plowden Dies in Sumter, S. C.

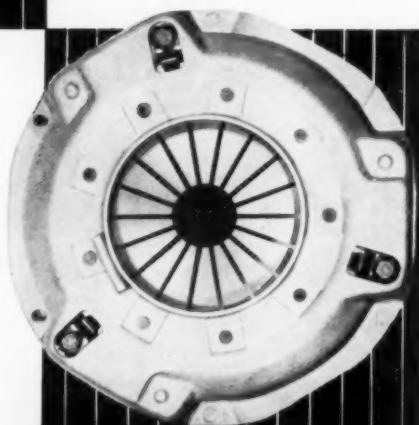
Douglas R. Plowden of Sumter, S. C., a partner in the Buick dealership in that city for 31 years prior to 1950, died recently following a four-month illness.



Boost your
replacement business
with
KIMCO
REBUILT
clutch plates
and
clutch pressure
assemblies

Best for sales, best for profits, best for your customers—that's **KIMCO** rebuilt Clutch Plates and Clutch Pressure Assemblies. Precision-made throughout. Matched, balanced, tested to assure top performance.

Go **KIMCO**—all the way! Write today for catalog and price list on **KIMCO** Clutch Plates and Clutch Pressure Assemblies... and the whole **KIMCO** line of rebuilt auto products.



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GENERATORS

STARTER MOTORS	CLUTCH PLATES
ARMATURES	BONDED BRAKE SHOES
STARTER DRIVES	MASTER CYLINDERS
SHOCK ABSORBERS	WATER PUMPS
VOLTAGE REGULATORS	FUEL PUMPS
DISTRIBUTORS	CARBURETORS
CLUTCH PRESSURE ASSEMBLIES	

Help your customers

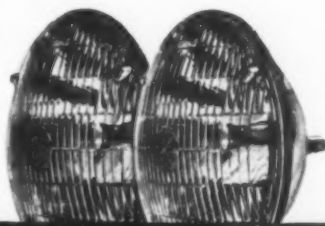
Now! See in spite of the other car's lights!



BRACE YOURSELF! Here comes another driver who hasn't dimmed his lights. He's 175 feet away. Your vision of your side of the road is "washed out" by his glare. Then after you pass, it takes precious seconds for your eyes to readjust to the reduced light, and you still can't see the road ahead clearly. It's like entering a dark theatre on a sunny day!

NOW YOU CAN SEE in spite of the other car's lights—better than ever before, because you have new G-E SUBURBAN Headlamps. Their "built-in spotlight" effect in the low beam projects more light along the right shoulder, helps keep your eyes on your side of the road. Now you can spot that fallen box at the 200-foot mark—which you *couldn't* see with your old headlamps!

New G-E SUBURBAN Headlamps have a "built-in spotlight" ...in the low beam!



No other 2-headlamp system ever gave you as much light in the low beam as these new General Electric SUBURBAN Headlamps. And you need

"built-in spotlight" effect—puts more light where you need it to make passing easier and safer. Helps you recover your vision more quickly when the other car has passed.



Sell General Electric's new SUBURBAN Headlamps with the "built-in spotlight" in the low beam—NOW, while millions are seeing G-E ads in America's top magazines.

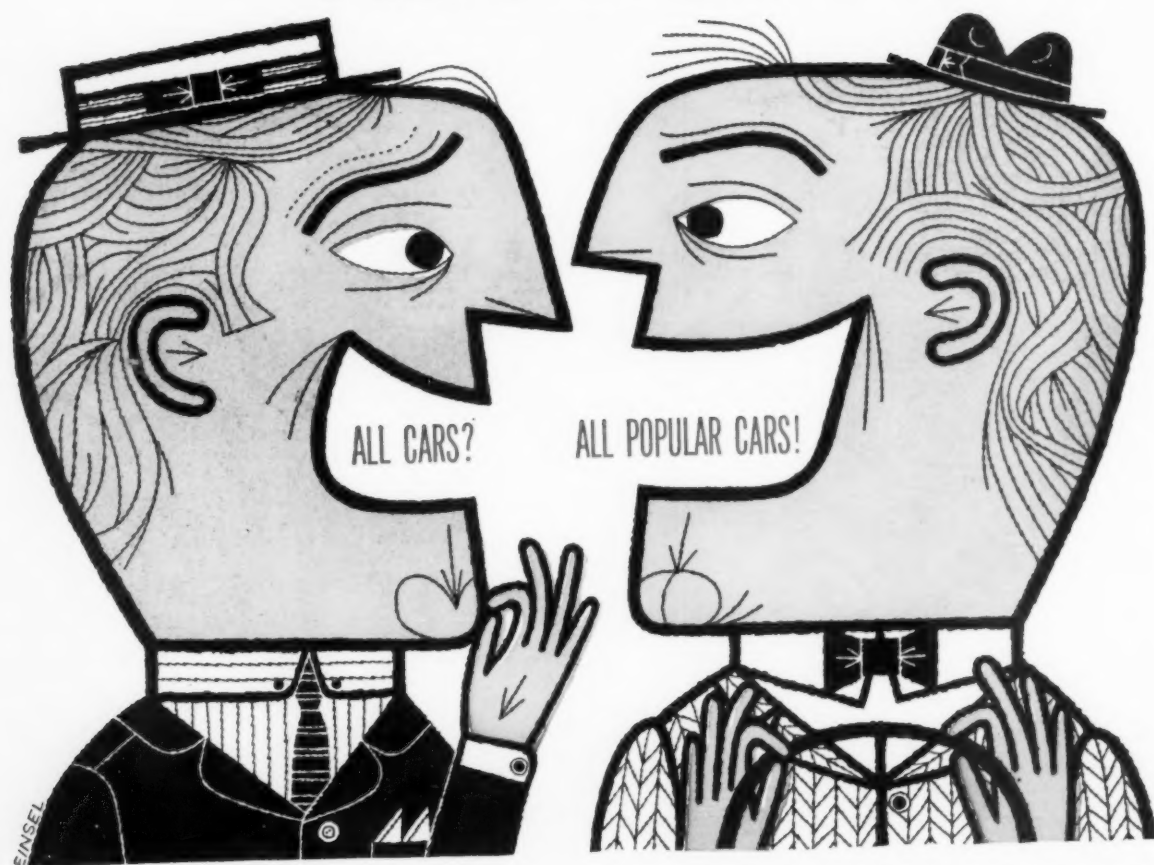
No present 2-headlamp system gives as much light in the low beam. Therefore, 9 out of 10 drivers are prospects for pairs of G-E SUBURBAN Headlamps. With SUBURBAN Headlamps, you see *through* the light from oncoming cars, even if the other driver fails to dim.

You can order SUBURBAN Headlamps in a new package... four in a carton. Eye-catching 32" x 21" streamer comes in each carton of 6-volt lamps, includes all the information you need to sell pairs of lamps.

Order from your G-E wholesaler today. Let General Electric's "biggest ever" headlamp promotion pay off for you. General Electric Co., Miniature Lamp Dept., Nela Park, Cleveland 12, O.

GENERAL ELECTRIC

NOW FOR FROM ELECTRICAL PARTS ALL POPULAR



THE FIRST TIME DELCO-REMY... TO SERVICE AMERICAN CARS!

Delco-Remy's new expanded line of electrical system service parts makes headline news for jobbers, service outlets and customers alike. Now for the first time owners of *all* popular American cars can enjoy the quality and reliability of parts from Delco-Remy—world's largest original equipment manufacturer of automotive electrical systems.

One inventory, one supplier, one line! Stock Delco-Remy alone and you're set to service all popular American makes: contact point sets, rotors and caps, generator brushes, regulators and coils. Get full details about this great new profit opportunity now from your United Motors Distributor.



GENERAL MOTORS LEADS THE WAY—STARTING WITH



ELECTRICAL SYSTEMS

DELCO-REMY

• DIVISION OF GENERAL MOTORS

• ANDERSON, INDIANA

Servicing Quarter Window

(Continued from page 56)

3.—Remove the quarter window guide button retainer. This will allow the glass assembly to come out of the quarter panel.

4.—From above, with the window in the down position, loosen the quarter window pivot pin set screw (Fig. 6). Insert a 1/4-20 bolt through the access hole opposite the pivot pin, screw the bolt into the pivot pin, then pull the pivot pin out with bolt (Fig. 6).

5.—Move the glass assembly toward the rear, out of the pivot bracket, then lift it straight up and out of the quarter panel.

6.—Remove the lower channel and frame assembly from the glass.

7.—Install new glass tape all around the edge of the quarter glass, then install the lower channel and frame assembly on the glass. Trim the excess tape.

8.—Position the glass assembly in the quarter panel.

9.—Install the quarter window guide button retainer and make

sure the guide button is riding properly on the guide.

10.—Position the lower channel forward end in the pivot bracket (table 1), install the pivot pin with the 1/4-20 bolt used for removal, then tighten the pivot pin set screw (Fig. 6). Remove the 1/4-20 bolt from the pivot pin.

11.—Snap the regulator arm pin into the lower channel roller assembly, then check the window operation and adjust as necessary.

12.—Install the plastic water shield and the door trim panels.

13.—Install the rear seat back, seat back medallion and rear seat cushion.

Regulator replacement:

1.—Remove the rear seat cushion, seat back medallion, rear seat back, quarter front and rear trim panel.

2.—Loosen the plastic water shield enough to reveal the access holes, and lower the window. Disconnect the regulator arm from the glass lower channel by pulling the roller assembly hairpin clip out one notch and disengage the regulator arm pin from the roller assembly. Raise the glass to the "up" position and tape it in place.

3.—Remove the regulator retaining screws, then remove the regulator through the access opening.

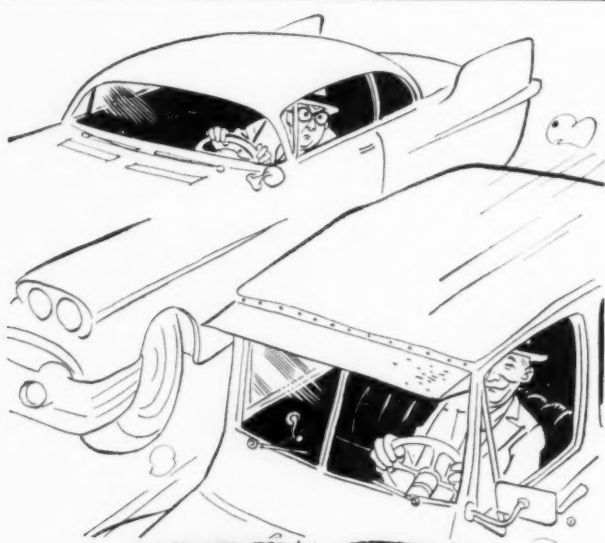
4.—Position the regulator in the quarter panel and install the retaining screws.

5.—Snap the regulator arm pin into the roller assembly.

6.—Check the window operation and adjust the guide, hinge and pivot assembly and glass stops, if necessary (table 1).

7.—Install the plastic water shield and door trim panels.

8.—Install the rear seat back, rear seat back medallion and rear seat cushion.



"You can tell from here
the old timer
has Johnson Bearings"

Your customers will recognize and appreciate the extra quality which Johnson bearings give to an engine repair or rebuilding job. Use Johnson bearings for complete customer satisfaction. Available from your nearby Johnson distributor. Johnson Bronze, 680 S. Mill Street, New Castle, Pa.

"Used as original equipment for over 40 years"

**JOHNSON
Bearings**



Main Bearings • Cam Shaft Bearings • Transmission Bushings • Con-rod Bearings
Piston Pin Bushings • Starter, Generator, Distributor Bushings

Electric Storage Battery Appoints Frederick Port

APPPOINTMENT of Dr. Frederick J. Port as general manager of the automotive division of The Electric Storage Battery Co. has been announced.

Formerly manager of manufacturing and engineering for the division since 1956, Port joined the company in 1955 as director of engineering. During World War II he was engaged in management of production, engineering and purchasing of tanks and combat vehicles for the Ordnance Department of the United States Army.

Say, Lad—You need GRIZZLY SILVERTIP BRAKES!



Silvertip is best for today's vehicles

You offer your customers valuable service when you match the go power of their cars with the extra stopping power of Silvertip brake lining. Silvertip's exclusive formula is prepared to meet the needs of power brakes, automatic transmissions, big engines and multi-stop service. It's

"fleet-proved" ... won't fade or glaze even in sudden stops from high speeds. It's waterproof ... safe and dependable under all weather conditions. Extra dense, extra tough Silvertip delivers 25% more mileage too ... it's always tops in stops, tops in value.

Demand Grizzly quality in both cores and lining. Look for the Grizzly edge brand.



NEW! Ask your jobber about this 7 1/2-ft. tall curb sign — the biggest in the industry ... sells your three major services. It's a colorful profit builder!



Bear in Mind ... Ask for

GRIZZLY



SILVERTIP

B R A K E L I N I N G

GRIZZLY BRAKE DIVISION, 168 N. Michigan Ave., Chicago 1, Ill.

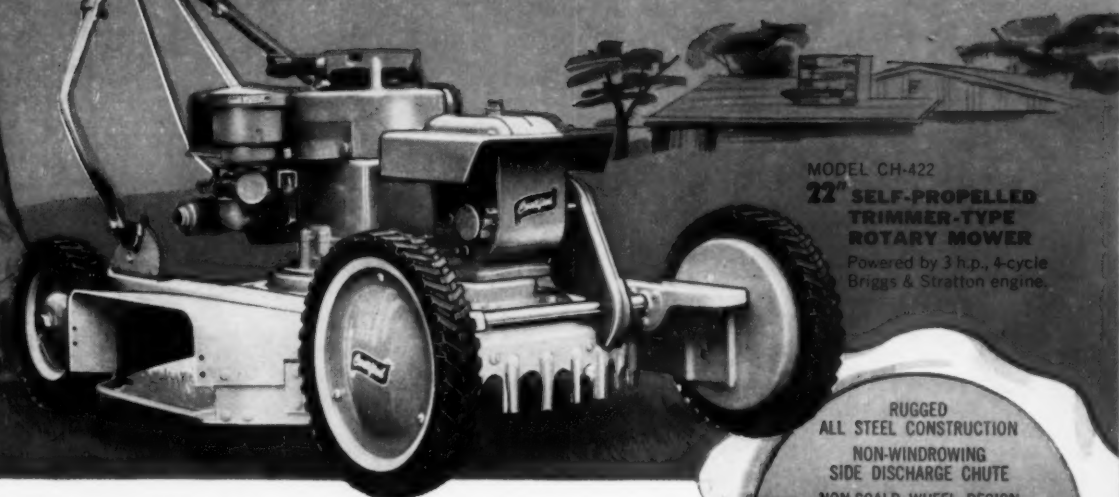


Specially designed for the

Certified



POWER MOWERS



MODEL CH-422

**22" SELF-PROPELLED
TRIMMER-TYPE
ROTARY MOWER**

Powered by 3 h.p., 4-cycle
Briggs & Stratton engine.

DRIVES LIKE A CAR!

Simply shift to "HIGH" for normal lawn conditions, to "LOW" for hills and heavy duty. Free wheeling in "NEUTRAL". Entire front wheel drive is fully enclosed for dust-free operation.

EASY FINGERTIP CONTROLS!

Just lower hand lever to move forward, raise lever to stop. Fingertip throttle controls engine choke, stop and speeds in "HIGH" and "LOW"

RUGGED
ALL STEEL CONSTRUCTION
NON-WINDROWING
SIDE DISCHARGE CHUTE
NON-SCALP WHEEL DESIGN
DEPENDABLE BRIGGS & STRATTON
4-CYCLE ENGINE WITH
RECOIL STARTER
ADJUSTABLE CUTTING HEIGHTS
FINGERTIP THROTTLE
NEW COLOR COORDINATED
FINISH



MODEL CE-318

18" TRIMMER-TYPE ROTARY

Perfect for average needs.
Briggs & Stratton 2 h.p., 4-cycle engine.



MODEL CF-320

20" ALL-PURPOSE ROTARY

Removable front guard for
extra heavy duty. Briggs & Stratton
2½ h.p., 4-cycle engine.



MODEL CG-322

22" TRIMMER-TYPE ROTARY

Big capacity... ideal for larger lawns.
Briggs & Stratton 3 h.p., 4-cycle engine.

Automotive Trade-



MODEL CJ-324
**DELUXE 4-WHEEL
24" RIDING ROTARY**

NEW! Positive Blade Disconnect

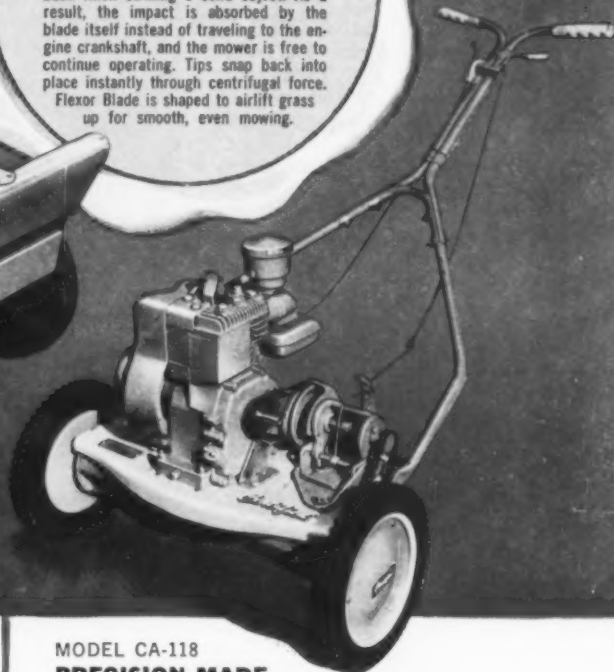
NEW! Quick Cutting Height Adjustment

Sensational disc type drive... one handy lever controls "forward", "reverse" and a full range of riding speeds. Blade speed is constant for smooth, even mowing. 4 1/4 h.p., 4-cycle engine.

Another CERTIFIED EXTRA!

**FAMOUS SHOCK-ABSORBENT FLEXOR
BLADE... PREVENTS COSTLY ROTARY
MOWER CRANKSHAFT DAMAGE!**

Unlike ordinary one-piece rotary blades, the Flexor has movable tips that swing back when striking a solid object. As a result, the impact is absorbed by the blade itself instead of traveling to the engine crankshaft, and the mower is free to continue operating. Tips snap back into place instantly through centrifugal force. Flexor Blade is shaped to airlift grass up for smooth, even mowing.

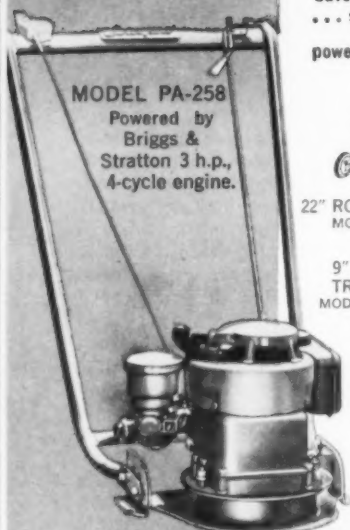


MODEL CA-118
**PRECISION MADE
18" REEL-TYPE MOWER**

Rugged all steel "box-like" construction. Effortless fingertip operation. Powered by Briggs & Stratton 2 h.p., 4-cycle engine.

Sensational 5-Way Multi-Purpose Motor Arm

Saves major cost of power equipment
... same engine for many jobs
powers all these attachments



MODEL PA-258
Powered by
Briggs &
Stratton 3 h.p.,
4-cycle engine.

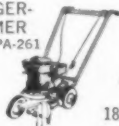
22" ROTARY MOWER
MODEL PA-259



22" ROTARY TILLER
MODEL PA-260



9" EDGER-
TRIMMER
MODEL PA-261



18" SNOW PLOW
MODEL PA-263



20" REEL-TYPE
MOWER
MODEL PA-262



All units sold separately

NEW! ALL-IN-ONE SELF-PROPELLED 22" ROTARY TILLER MODEL RT-300

Powered by Briggs & Stratton
3 h.p., 4-cycle engine.



LAWN SCOUT 9" GAS- POWERED EDGER-TRIMMER MODEL PE-99

Just turn blade to trim or edge.
Powered by Briggs & Stratton
2 h.p., 4-cycle engine.



MOST MODERN GAS CAN MADE! THE MONCO "FLAT-TOP"

It stacks!

MODEL 3246 / 1 1/4 gallon
MODEL 3247 / 2 1/2 gallon



Nationally Advertised. Write today for literature and prices. Dept. SA-27

Manufactured by **WESTERN TOOL AND STAMPING CO.**, 2725 Second Avenue, Des Moines 13, Iowa
the world's largest producer of power lawn mowers

Mechanic Shortage Whys

(Continued from page 33)

mechanic wrote that piece. If there are any mechanics in South Carolina dealerships who are not on 50-50, I do not know it. Our mechanics make more than I do."

"WHYS" HAVE IT

Yadkinville, N. C.

Dear Editor:

I seldom comment on anything I read in any magazine, but in the "Shop Talk" of your September issue I read the article on low pay rate given automobile mechanics in the U. S. and the "fat hipped" dealers. I can quote a hundred different cases of the same and yet in your magazine I read of the losses of car dealers every month. They all seem to be operating in the red.

I also see that there has been a shortage of mechanics. There still is and there will still be for the reason of less pay in accordance with other jobs of the same technical rating.

I cannot complain of the price I receive for my work in the auto repair shop where I serve. I work 52½ hours per week and net \$65 per week. I live within one-half mile of the shop in a small town. Living expenses are not too much and we make out. I could live higher on the hog with more pay, but I can't blame the man I work for. He owns the shop and equipment.

However, the man who owns the cars we work on is at fault. He is a man who either has the money to fix his car and will not spend it because he was told when he bought it that it would run 100,000 miles (but was not told that it needed service and some repair to go that far), or he is a man that has his car repaired and through some guise will not pay.

Business in auto repair is rough; that is, in this part of the country. Competition is keen and some repair shops cut prices way down in order to have something to do. Personally, I don't see that! But I would like to see every man who works on cars get paid for the honest labor that he puts into it.

In order to stay in line with the places that sell cars and service them, my boss depends on volume and flat rate of \$3.50 per hour. He has the following equipment: a Visuaballancer, a Visualiner, drum lathe, analyzer scope, distributor machine, head grinder, boring bar, portable crank grinder, battery

charger, head wet surface grinder, welders (both kinds), drill press, hydraulic press, Steam Jenny, radiator and generator bench and many other tools. He has to depend on shop volume to get a reasonable return on his investment. He works and is on the job most of the time. He has had 35 years' experience. I have 18 years and have been with him eight years.

The reason I can't get more money is because the customer won't allow it, so I am going to quit the automobile mechanic's job. (I align the wheels of 500 to 600 cars per year at the average of \$6.00 per car and balance up to 3,000 wheels per year.) I am going to work as a millwright in a large company, starting at \$1.81 per hour for 48 hours per week.

I don't favor a union of any kind. I do believe in fair play and in a live-and-let-live policy.

To Each His Own Battle

I don't relish the idea of working in a plant or a car dealership because of the headaches of some people who buy cars that they expect to last forever without service or repair. Maybe the shop owners are taking all the gravy and the mechanics get the scum. True, we work hard, but mechanics and farmers belong to the same class and they are as hard to organize as a herd of goats. So every man will have to fight his own battle to the top of the wage scale.

Every young boy in this country wants to be an auto mechanic. There aren't any Smokey Ynicks among them, but if an older man of experience can price himself out of a job when he asks for a raise, a shade-tree man will take his place. It's so-o-o-o simple to fix a car—everyone has one. You don't have to be skilled, just look a job over, tear it down and you can see how it goes back.

I hope my son does not want to be an auto mechanic. He shows talent and with proper schooling he would be great. I was trained in a trade school and in the army. I am a welder and just a general machine fixer. I worked in a farm machinery dealership 4½ years. The pay scale is even smaller there, but the work is very important. There again the customer is at fault—wanting to produce his crops as cheaply as he can and the mechanic has to contribute.

In the September issue, an article states the shop trainee car ratio is one to 3,012. Someone is going to have a lot of cars to fix.

As the man said, we mechanics could organize to get more pay, but how? We can't fight the big money. We need to join 'em.

No need to withhold my name.

DONALD T. REAVIS,
Box 152

Florida Leads Cars

(Continued from page 36)

from 1,023,113 to 1,068,000, or 4.4%, said the bureau, while Texas' figure of 835,566 should go to 847,000, a boost of 1.4%.

New York is Texas' nearest rival in this category. Its truck and bus registrations should rise from 505,131 to 525,000, or an increase of 3.9%, said the federal agency. Illinois and Ohio are virtually tied for the next lower spot in this classification, ranging around 75,000 units below New York.

Delco Substitutes Gas For Air Shocks

SUBSTITUTION of a pliable gas bag for air cells in the cushioning of road jolts has been announced by Delco Products Division of General Motors.

In the Pliacell shock absorber—a pliable cell enveloping the reservoir gas—conventional air reservoirs are replaced by Freon 13 gas sealed in a nylon bag immersed in the shock absorber fluid. As fluid is displaced in accordance with movements of the shock absorber piston, the gas is alternately compressed and expanded within the bag, eliminating possible mixing of gas and fluid.

Complete separation of fluid and gas permits optimum valving for ride smoothness, eliminates aeration and sludging of fluid and enables units to operate satisfactorily in any mounting position, according to the company. Other advantages claimed include greater resistance to permeation through the bag, controlled stability under changing weather conditions and greater elasticity for improved "springing" action. The gas-filled cell also reportedly tends to increase very slightly in volume with age, automatically compensating for minute losses of oil caused by evaporation from the piston rod.

Complementing the performance of Pliacell units is a recently developed Delco shock absorber fluid said to maintain nearly constant viscosity for consistent operation through a wide range of temperatures.

HUGS CURVES!



"SCOTCH" Brand Masking Tape has matchless s-t-r-e-t-c-h, lets you cover curves and contours with never a wrinkle. And "SCOTCH" Brand's instant-grab adhesive gives clean, sharp separations every time. No paint "bleed" or creep-under when you're using this finer tape. *It goes on easier, strips off cleaner, leaves no adhesive residue.*

"SCOTCH" is a registered trademark of 3M Company, St. Paul 6, Minn.

Insist on genuine **"SCOTCH" Brand**! Look for the red plaid on the core to be sure you're getting America's first and finest masking tape...**"SCOTCH"** Brand. Order from your jobber today!

3M Automotive Products



MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



Studebaker Shows Vigor

(Continued from page 41)

Weeks ahead of the introduction this month Churchill announced:

"Dealer orders to date of the new, smaller car being introduced by Studebaker-Packard Corp. for 1959 already are a little over half of the total production of the company during the 1958 car year.

"While for competitive reasons I do not wish to reveal the exact figures, I can tell you that advance orders for our new cars are more

than double the advance orders of dealers for our cars this time a year ago.

"Smaller cars, both foreign and American, for some time were regarded by the automobile industry as a fad. However, in 1957 sales of such cars exceeded the 300,000 mark and in the first seven months of the present year the figures have reached an estimated 288,000. By the end of 1958, the figure should represent better than 15% of all automobile sales in the United States."

In actual SAJ tests on the S-P proving ground, the Lark V-8 with overdrive averaged 27.2mpg from a standing start to a maintained speed of 30mph and 29.2mpg on a "constant 30mph" test. (Test records on the latter were started after the unit was in overdrive and maintaining 30mph.)

South Bend officials left little doubt that as the market now stands, Packard is a dead name. Only if there should be decided changes—and everyone has seen them rise unexpectedly—would Packard be trotted out from the cemetery where now rest around 2,500 one-time American cars.

Thus may be written "finis" to one of this country's oldest car names, a car which started out as the "Ohio" in 1899 but was soon changed to Packard.

Studebaker itself got into transportation by shoeing horses. Two of the three sons of John Studebaker, Clement and Henry, pooled their \$68 at South Bend Feb. 16, 1852, and grossed 25 cents (for shoeing a horse) the first day. Into their business, historians say, they carried with them their father's parting counsel: "Always give more than you promise."

That first year they built three wagons. They sold two, and with the third their youngest brother John joined a wagon train bound for the gold fields of California. He returned with a money belt full of California cash to aid his capital-short brothers in expanding the business. The subsequent carriage works a decade later was advertised as "Largest in the World." Eventually wagons and carriages gave way to motor vehicles.

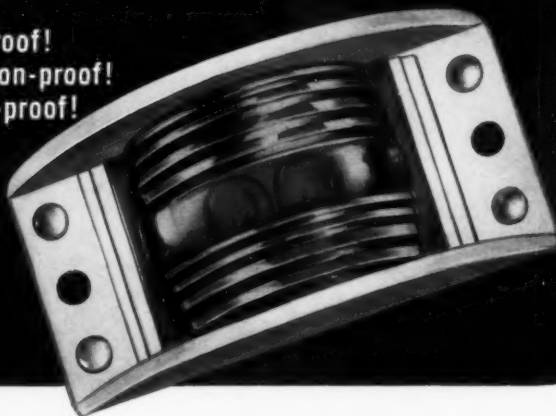
Diners' Club Seeks Plan with Ford

NEGOTIATIONS have begun between The Diners' Club and the Mercury, Edsel and Lincoln divisions of Ford Motor Co. to clear the way for club member charge privileges at all the company's dealer repair and service departments participating in the plan in the United States.

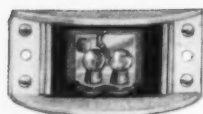
The club reportedly has 800,000 cardholders and more than 17,000 card services and establishments throughout the world. The addition of the Mercury, Edsel and Lincoln services could bring the club's facilities in the automotive industry alone to a total of 8,000 gasoline stations, repair shops and agencies.

NEW! from GRIFFIN

- ★ Rust-proof!
- ★ Corrosion-proof!
- ★ Failure-proof!



All-Aluminum Armored Lamp with Exclusive Snap-In Lens



Both bulbs burn simultaneously. If one fails, remaining bulb offers complete safety protection.



Special feature lens of Lucite snaps in and snaps out without use of tools for bulb replacement. Interior lens optics—smooth outside surface for easy cleaning.

Can't fail on the highway, because two bulbs give double protection. No road stops are necessary—dead bulb can be replaced during terminal inspections.

Quick, easy mounting saves dollars in labor. "Flat Back" with no connector socket extrusion permits flush mounting, with only one small-diameter hole for wire entry. Outside mounting bolts eliminate need for lamp dis-assembly. Model No. 111-2. Also available in single bulb, Model No. 111.

THE GRIFFIN LAMP COMPANY
Shelby, Mississippi



Be known as the Mechanic who cares



Serve, Sell and Excel with NIEHOFF ignition parts and testing equipment

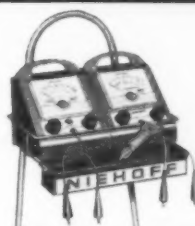
Ever wonder why some service station men have more work than they can handle? It's repeat business...satisfied customers. Probably they install Niehoff ignition parts—doing the job expertly with proper testing equipment. Niehoff quality brings credit to you. With Niehoff you

SERVE all makes, all models of cars, trucks, tractors and small engines.

SELL ignition "know how". Niehoff makes it simple to select, install, satisfy. You become an expert. Cabinet stock system means no high inventory cost.

EXCEL—Quality so superior repeat business is automatic.

Ask Your Niehoff Jobber Now!



Excel in Tune-up Service

Now you can get Niehoff portable ignition testing equipment to scientifically handle major and minor tune-up jobs. The cost is low. Write for details.

C. E. NIEHOFF & CO.

Main Office and Factory: 4925 Lawrence Ave., Chicago 30, Ill.

WAREHOUSES: 95 Pine St., N.E., Atlanta 3, Ga.; 2715 Main St., Dallas, Texas.



WOULD YOU WANT TO PROFIT FROM THIS?

Who could sleep nights if he had sold "bargain" brake lining that was the cause of an accident like this? Yet, it is possible to be deceived by inferior after-market merchandise without even realizing it is not top quality.

How? Because "junk" linings look exactly the same as top quality linings. Without the knowledge of a brake lining engineering specialist, there's no way on earth you can tell them apart. And because the back-alley boys' prices are attractively low, some jobbers, rebuilders, and dealers

are fooled into buying. And that's a sad day—because what they start selling then is *trouble*.

After six or seven consecutive stops, "junk" brake lining is *shot*—has little, if any, stopping power left. Comes an emergency—and *wham!* If he's lucky, the motorist gets off with only an expensive repair bill. If he's not so lucky, he becomes another statistic in the highway death toll.

So, don't be fooled by so-called "bargain" brake lining. It's anything but a bargain for you—and for the

ultimate user. It can be *fatal* for the motorist—and it certainly will do nothing to enhance your reputation either.

Look at replacement lining quality in the light of these original equipment facts. Automobile and truck manufacturers go to great lengths to protect their customers by installing only brake linings made by responsible people. And, because Bendix* has so satisfied vehicle manufacturers, our linings are on more new vehicles than any other brand.

*REG. U.S. PAT. OFF.



It takes more than
a bucket
and a kitchen stove
to manufacture
quality brake lining

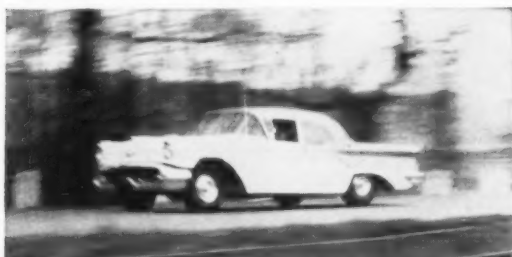
FULLY CONTROLLED PRODUCTION of the various resins required for high-temperature-resistant friction materials is obtained through these resin reaction kettles. Bendix is one of the few lining manufacturers making its own resins—an important factor in maintaining quality control of raw materials.



HUGE HYDRAULIC PRESSES are further examples of the modern equipment at Bendix-Eclipse. Used for transforming dry mix briquettes into molded linings.



A MODERN BRAKE LINING PLANT utilizes modern equipment—like this conveyorized brake lining cure oven at Bendix-Eclipse—to help assure the kind of product that means long lining life and top performance.

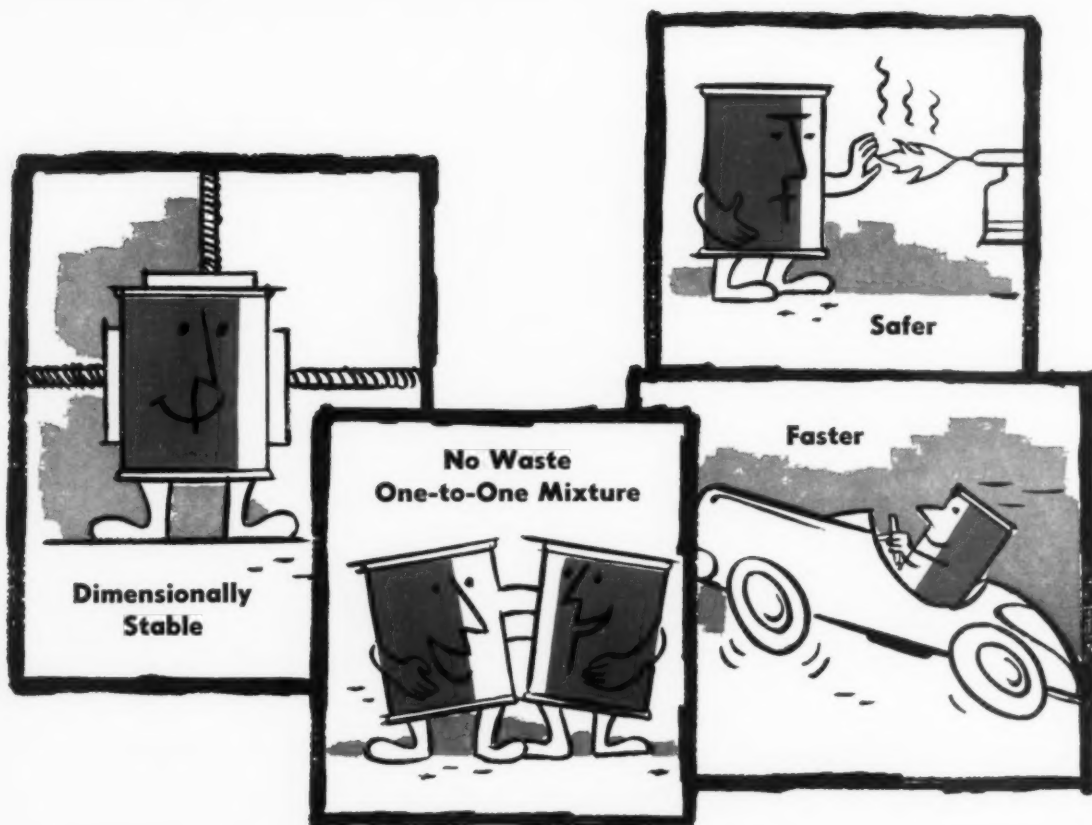


BRAKE "FADE" is a sure sign of lining weakness. To guard against it, one Bendix-Eclipse test puts the lining through a series of "panic" stops at high speeds. Excessive fade renders that lining unsuitable for market.

BENDIX-ECLIPSE

Marshall-Eclipse Division
Troy, New York





REN PLASTIC SOLDERS

TOOL MAKERS EPOXY PLASTIC NOW FORMULATED FOR AUTO BODY REPAIR SHOPS

Ever wondered what competition is doing . . . wondered if they're keeping up with the latest developments and profitably absorbing them in their operations? Chances are competition has had its eyes open for dollar saving ideas. Ideas like using Ren Plastic Solders . . . the epoxy plastics . . . to save time, material and labor. They've discovered Ren Plastic Solders cost less, go farther and repair as well as lead solder. They know, too, Ren has a minimum of curing after set-up time and won't crack, check or bleed. That lack of shrinkage means a bond that really stays and takes costly "pop-off" out of their lives forever. Know its easy to work (three simple steps to the painting stage), has no odor, creates a minimum of dust and is absolutely safe. We could go on and on telling you why competition buys Ren Plastic Solders . . . but why not see for yourself. You'll be amazed at the savings Ren offers you.

Because auto body repair shops have two types of work problems . . . "rush" and "slow" jobs, Ren developed two solders to help control work load variation. Ren Superfast is the first and only fast epoxy body repair material on the market . . . it sets up in 4 minutes while the Deluxe sets up in 2 hours. Both work along with you.

SUPERFAST - DELUXE

REPAIRS

• Dents • Holes • Tears • Leaks
in gas lines, oil lines, radiator
water pipes, motor blocks, heads,
gas tanks, vent pipes, transmission
 housings.

FILL AND REPAIR

• Rocker Panels • Roofs
• Doors • Trunks
• Fenders • Hoods

FOR FRENCHING, HOODING,
DE-CHROMING, CUSTOMIZING

ren

PLASTICS, INC.
LANSING 9, MICH.

• SPECIALISTS IN EPOXY COMPOUNDING



Managing Director Williams

Detroit Official Foresees 6,000,000 Cars a Year

PASSENGER-CAR sales are expected to run normally at about 6,000,000 units annually in the next decade, with peaks possibly hitting 8,000,000 a year in the mid-'60's.

That's the opinion of Harry A. Williams, managing director of the Automobile Manufacturers Association, Detroit.

He also told the recent special conference of the Marketing Division of the American Management Association:

1958 automobile sales of some 4,600,000 to 4,800,000 units, including imports, have been little more than replacement for the estimated number of cars being scrapped. Unfulfilled demand has been building up while automobile installment debt has been substantially reduced.

Latest available figures show that for every \$10 of new borrowing this year, \$11 has been paid off, he said.

In answer to a question on future expansion of the industry, he said the big postwar growth and modernization program, involving total expenditures estimated at \$8¼ billion, is now nearing completion.

"Another surging program of such proportions probably hinges on at least an initial testing of the enlarged market anticipated for the 1960's."

On the question of foreign competition, Williams stated:

"My view is that our industry is a leader in both product innovation and styling. But this does not mean that our eyes are closed to possible advances wherever they may originate."

He added that the domestic industry brings the American con-

sumer fine product values by research and experiment, and by careful analysis of all new product ideas.

He pointed out that domestic producers have been importing and marketing foreign-built cars for some time.

"But at this time," he said, "it is too early to say whether the present interest in this market is a fad and will be relatively short-lived or whether there is a sufficiently large, basic, long-term need to permit domestic producers,

with higher labor costs, to serve it economically."

Kentucky Dealers Name McGaw President

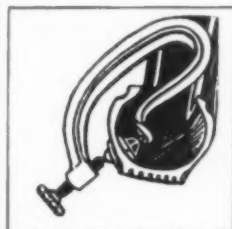
N. S. McGAW of Madisonville has been elected president of the Kentucky Automobile Dealers Association, succeeding C. E. Brents, Lebanon, who was named board chairman.

Vice-presidents are Harry C. Holder, Sr., Owensboro, and W. E. Venters, Pikeville.

We've said it all along!
VULCANIZING
is the right way to
PERMANENTLY REPAIR
tubeless tires



Here's why it's BEST to always use **MONKEY GRIP** **"SIZZLE" PATCHES** for puncture repairs



MONKEY GRIP'S famous BLUNT DIAMOND "Sizzle"

Patches are known the world over as the finest, most dependable tire repair for tubes and tubeless tires. Two sizes fill all needs — reduces inventory — increases profits. Write for complete catalog of tire repair materials and equipment.



MONKEY GRIP SALES CO.

P. O. Box 6170
Dallas, Texas



DRAGGING TAILS BRING EXTRA SALES!

**SELL NEW MONROE LOAD-LEVELERS
FOR SAFE, COMFORTABLE DRIVING**



Monroe Load-Levelers—stabilizing units with built-in ride control for a level ride under all road and load conditions. They eliminate tail drag and “bottoming” on rough bumps and steep driveways. By compensating for added weight, they prevent change in caster, to eliminate erratic steering and excessive tire wear.

Now your customers can enjoy safe, comfortable, level riding—without the

expense of elaborate suspension systems. And you can enjoy the profit in the tremendous market for this truly practical car-leveling device.

Unlike many suspension systems, Monroe Load-Levelers require no service, and in no way interfere with under-body servicing or jacking up of the car. They're installed quickly and easily in place of the rear shock absorbers.

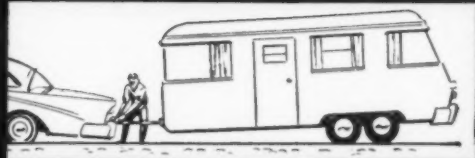
ADVERTISED IN
LIFE

ADVERTISED IN
The Saturday Evening
POST

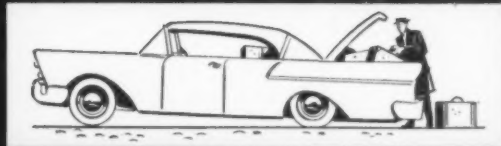
MONROE AUTO EQUIPMENT COMPANY, Monroe, Michigan

World's largest maker of Ride Control Products, including famous Monro-Matic Shock Absorbers

HERE'S YOUR MARKET!



TRAILER OWNERS...



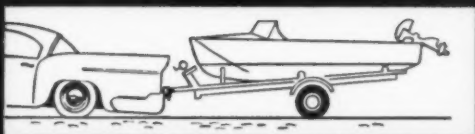
SALESMEN...



TRAVELERS...



STATION WAGON OWNERS...



BOAT TRAILER OWNERS...



PANEL TRUCK OWNERS...

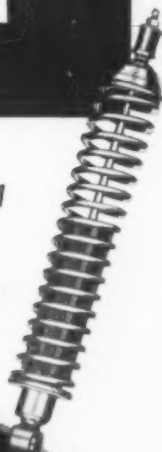
Everyone who drives a car heavily loaded with passengers or luggage needs Monroe Load-Levelers for safe, comfortable driving. Salesmen, travelers, and owners of station wagons, panel trucks, trailers — all need the extra protection of Monroe Load-Levelers. Get your share of this continually growing market!

Calibrated Ride Control
With Any Load

ONLY \$39⁹⁰ A SET
(LIST)

MONROE Load-Leveler

*Trademarks



Safety Committee Names Freed As Chairman

CHARLES C. Freed, past president and a director of the National Automobile Dealers Association and a De Soto-Plymouth dealer in Salt Lake City, Utah, was elected chairman of the Inter-Industry Highway Safety Committee at the recent annual meeting of that group's directors in Detroit.

Vice-chairman is J. B. Wagstaff, general manager of De Soto Division of Chrysler Corp. Victor Holt,

Jr., executive vice-president of The Goodyear Tire & Rubber Co., is secretary-treasurer. M. R. Darlington, Jr., was reelected managing director and made assistant secretary to the board.


Freed succeeds H. D. Tompkins, vice-president of The Firestone Tire and Rubber Co., who was presented with a tribute in recognition of his services since the committee was formed in 1946 and for his leadership as chairman for the past two years.

In accepting the chairmanship



Top: Chairman Freed
Above: Vice-Chairman Wagstaff

**"THANKS FOR SELLING ME
THIS FINE
EQUIPMENT"**



STA-RITE
Muffler & Brake Stations

Ammco Tools, Inc.
North Chicago, Illinois

Gentlemen:

When I decided to go into the brake business, I looked at different makes of equipment and found that your AMMCO Model 3000 Brake Drum Lathe and Model 2000 Brake Shoe Grinder were the finest on the market.


After purchasing three AMMCO Drum Lathes and two AMMCO Brake Shoe Grinders, I found that I could do a very fine brake job with rarely a comeback.

Your district representative has been a great help in training my shop men in the proper use of your equipment; also, in keeping abreast of the latest developments in the automotive braking field.

I am drawing plans to erect a new station, and you may rest assured that nothing but AMMCO Brake Equipment will be used. I feel it is money-saving equipment, and a great help in doing a perfect job.

Thanking you for selling me this fine equipment, I am friendly yours,

STA-RITE MUFFLER & BRAKE STATIONS
Sydney Spindel



This progressive shop now has the following AMMCO equipment:

3 Model 3000 Safe-Turn Lathes • 2 Model 2000 Safe-Arc Shoe Grinders
3 Model 1750 Shoe Setting Gauges • 2 Model 2500 Brake Drum Nikes
24 Model 1650 Brake Hones • 1 Model 350 Brake Hone

Ask your AMMCO jobber for a free demonstration in your own shop

AMMCO TOOLS, INC., 2110 Commonwealth Ave., North Chicago, Ill.

Freed said, "Four major areas of traffic safety activity will receive special emphasis by the committee. These include high school driver education, teenage traffic safety, vehicle safety and adequate highways, all continuing programs vitally needed to keep America's motor transportation moving safely and efficiently."

Elected to the executive committee of the board of directors were Dean Chaffin, president of the National Automobile Dealers Association (Buick-Chevrolet dealer, Bozeman, Mont.); W. F. Hufstader, vice-president of General Motors Corp; L. E. Stone, president of National Tire Dealers and Retreaders Association (Firestone dealer, Fort Smith, Ark.), and H. D. Tompkins.

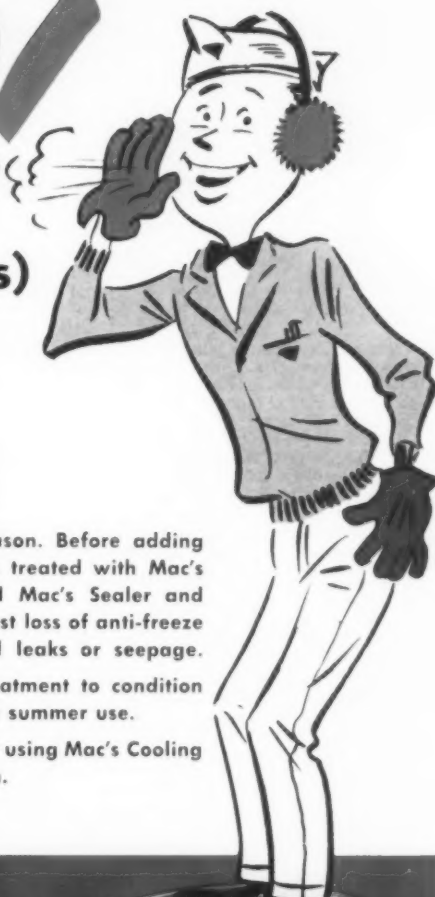
West Palm Beach Elects

New president of the Automobile Dealers Association of West Palm Beach (Fla.) is Ed O. Bussey, Jr., of Ship & Shore Motors (foreign). Harper Clark, Jr., Clark-Warwick, Inc. (Oldsmobile), is vice-president and Fred O. Dickinson, Jr., attorney, secretary-treasurer. Directors are Doug E. Stewart of Stewart Pontiac and Al Benz of Benz Chevrolet, Inc.

TAKE 10!

(extra 10% discount that is)

during **SEPTEMBER**
OCTOBER
NOVEMBER



Get ready for anti-freeze season. Before adding anti-freeze, all cars should be treated with Mac's Cooling System Cleanser and Mac's Sealer and Stop Leak to help insure against loss of anti-freeze from clogged radiators, small leaks or seepage.

Most cars need this Mac's treatment to condition the cooling system after heavy summer use.

Save time and make money by using Mac's Cooling System Cleanser as a fast flush.

**10% ADDITIONAL
PROFIT FOR YOU!**

MAC'S COOLING SYSTEM CLEANSER

12 cans

Selling Price \$19.20

Dealers Cost 10.37

You make 40% + 10% Profit

\$8.83

MAC'S SEALER AND STOP LEAK

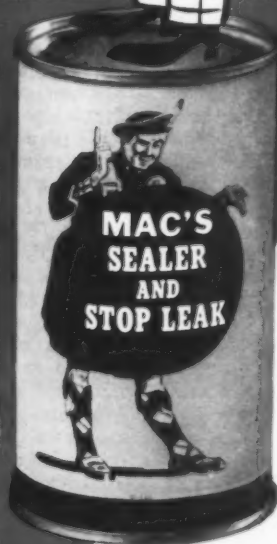
12 cans

Selling Price \$12.00

Dealer Cost 6.48

You make 40% + 10% Profit

\$5.52



MAC'S

MAC'S SUPER GLOSS CO., INC.

LOS ANGELES 42, CALIF. CINCINNATI 26, OHIO



Lyle S. Bridgman has been appointed supervisor of the automotive division of Milner Enterprises, Inc., Jackson, Miss., President R. E. Dumas Milner announced. A native of Kansas, Bridgman was for the past ten years business manager of a Chevrolet dealership in Kansas City. In his new duties he will be field auditor of the seven General Motors dealerships, located in Jackson, Miss., New Orleans, La., Fort Worth and San Antonio, Texas, Tulsa, Okla., Little Rock, Ark., and Kansas City.

Edsel's Four Engines

(Continued from page 34)

the distance pistons travel to power the car, and overhead valving for most efficient combustion and breathing. The Economy Six operates on standard gasoline.

Edsel's new Mile-O-Matic Drive has over 100 fewer parts and through greater use of aluminum is 50 pounds lighter than conventional automatic transmissions. It combines the tested principles of torque converter and planetary gears. The driver has the choice of two forward speeds—low and drive—plus reverse, neutral and park.

Select-O-Matic Drive is designed for use with the Super Express V-8. It gives the owner the choice of two driving ranges, the first providing a smooth 1-2-3 upshift for top acceleration, the second starting in intermediate and shifting automatically to drive. A special one-way clutch and other refinements make gear shifts imperceptibly smooth. Kickdown passing is provided in either range.

For those who prefer manual shifting, Edsel offers a three-speed synchromesh transmission with helical gears for quiet, smooth operation.

Edsel's Ranger series includes a two-door sedan and a four-door sedan, and a two-door and a four-door hardtop. Corsairs will be

available in four-door sedans, two-door and four-door hardtops and convertibles. In addition, there are two Villager station wagons—six-passenger and nine-passenger four-door models.

Wheelbase has been increased two inches in the Ranger to 120 for a smoother ride. Wheelbase on the Corsair also is 120".

Johnson Dies in Durham, N. C.

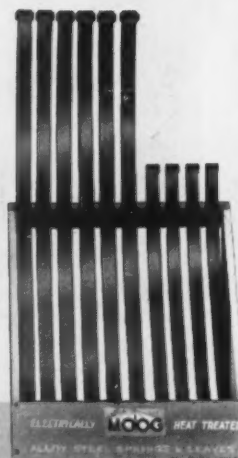
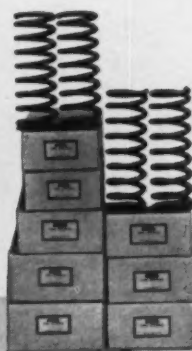
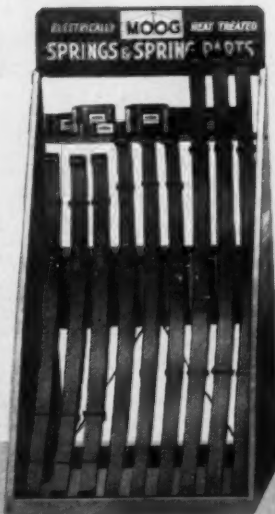
J. Eric Johnson, 72, president of the Johnson Motor Co., Durham,

N. C., died last month after an illness of some duration. Johnson formed his company in 1914 and had been its president since that time. He was a charter member of the original General Motors Dealer Council, a national organization formed in 1927.

Madison Dies in Little Rock

Albert Finley Madison, 84, founder and president of the Madison Cadillac Co. in Little Rock, Ark., died recently.

Just 10 feet of wall



LEAF SPRINGS

COIL SPRINGS

MAIN LEAVES

...for all popular passenger cars and trucks.
Don't send your customers elsewhere for these
fast moving "sales starting" items.

Mercury's Two Roofs

(Continued from page 35)

the middle of the front seat.

Mercury has increased the upward vision with a compound windshield and it has lowered the cowl point 2½ inches for better road vision. The windshield is almost 2,000 square inches, an increase of 60% in glass area over 1958 models. Traffic lights previously hidden are seen more readily, and vision on the road immediately ahead has been increas-

ed in the new models.

The instrument panel has been moved well forward, providing six inches more knee room and ten inches more distance from the seat back.

A new vertical windshield post provides 2½" more clearance for the knees getting in and out of the car. Entrance room is increased further by four-inches wider front doors on four-door models.

Mercury has modernized the windshield wipers by redesigning them so they operate in an easy,



William J. Bird (top) has been appointed assistant general sales manager, general sales office of Chrysler Corp., and will direct activities of the field sales organization for all lines of the company's cars and trucks. A native of Holden, W. Va., Bird progressed through a series of assignments with Fargo and Plymouth divisions. He joined the staff of the group vice-president—automotive sales in 1956 and this year was appointed executive assistant. A. B. Nielsen (bottom), formerly director, field operations, general sales office, has been promoted to executive assistant to Byron J. Nichols, group vice-president — automotive sales. Nielsen joined Chrysler in 1945 on the general sales manager's staff at De Soto.

space can make you "SPRING HEADQUARTERS"

It can be your most profitable department
with MOOG Leaf Springs, Coil Springs,
Main Leaves and Overload Sets!

The MARKET is tremendous...

More than 95% of all passenger cars have leaf springs, coil springs, or both. All trucks have leaf springs. Why send your customers elsewhere for suspension parts?

Springs are EASY TO MERCHANDISE...

MOOG offers merchandising racks that display springs attractively and compactly (in 10 feet of wall space!)... plus colorful window streamers and banners that simplify your selling job.

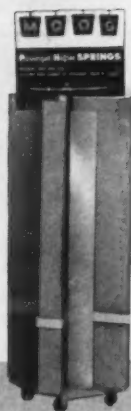
Only a SMALL INVESTMENT required...

MOOG will be happy to recommend the right spring stock for you. Just contact your nearest MOOG warehouse or the factory. See how easy it is to be "Spring Headquarters" in your city!



**MOOG MEANS MORE
UNDER-CAR BUSINESS!**

MOOG INDUSTRIES, INC. • ST. LOUIS 14, MO.



OVERLOAD SETS

tandem manner, both going in the same directional sweep at the same time. The blades are 16"—four inches longer than previously—and reportedly give full vision with no blind spots. The wipers clean an area of 832 square inches—43% more than the 583 square inches cleaned in 1958 models.

Lakeland, Fla., Elects

William M. "Bill" Bennett of Bennett Pontiac, Inc., is the new president of the Lakeland (Fla.) Automobile Dealers Association. Vice-president is W. "Bill" Randall, Randall Motor Co. (Studebaker-Packard), and George J. Husek of M. P. Tomlinson Co. is the secretary-treasurer.

HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

102 MODEL NUMBER INTERCHANGE—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kern Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

103 SAMPLES, BOOKLETS, AND CATALOG SHEETS—describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

104 VENTILATED CUSHIONS—Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line. Kool Kooshion Mfg. Co., Dyersburg, Tenn.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 SOUND SLIDE FILM—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

113 NEW BRAKES & TIPS ON TROUBLE SHOOTING—A 24-page Grey-Rock booklet giving service information on brakes used on 1954 cars including the self-adjusting brake used on Mercury and the

new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Mannheim, Pa.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG No. D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64-page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Herses Co., 20 Old Colony Ave., Boston 27, Mass.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 NEW GRIZZLY BOOK—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227—Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8-page catalog covers the entire field of switches, connectors, voltage reducers, etc., for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Herses Co., 20 Old Colony Ave., Boston 27, Mass.

122 TIRE RETRUEING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and pro-

cedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—New 12-page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166-page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Ohamp-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINE—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page and cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

142 1958 MUFFLER CATALOG SUPPLEMENT—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

148 HANDY WALL CHART—Pictures and describes the proper way to lift an 1958 cars with a one-end bumper lift jack. Blackhawk Mfg. Co., Dept. SAJ-25, Milwaukee 46, Wis.

149 TIRE AND TUBE REPAIR MATERIALS—are listed in this new 12-page catalog. Gives the complete line offered and the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

152 MODEL 911 ROCKER ARM REFACER—All technical data and operating procedures are contained in this bulletin. Also, advantage features of the Rocker Arm Refacer are clearly defined. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

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155 MAKE MORE SALES ALL OVER THE LOT—Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steady. Pullman Vacuum Cleaner Corp., Dept. P. 25 Buick St., Boston 15, Mass.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do-a-better-body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

161 COMPLETE REBUILT LINE—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET—ILLUSTRATED—Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX 70. Airtex Automotive Div., Inc., Fairfield, Ill.

165 SPARK PLUG SERVICE AND INSTALLATION MANUAL FORM 7K—18-page booklet gives type, construction, size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints for selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

167 1958 HEADLAMP AND SERVICING GUIDE—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic and foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

168 CRANKSHAFT GRINDER MANUAL—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan Model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

170 TO TRUE OR NOT TO TRUE—8-page illustrated booklet gives practical advantages of tire truing. Shows you how tire rounding increases tire mileage and how this can be a profitable business for you. Bee-Line Co., Davenport, Iowa.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. E. Jambor, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. E. Jambor, AC Spark Plug Division, Flint 2, Mich.

176 AXLE SHAFT GUIDE—Valuable free guide gives causes and preventions of axle shaft failures. The U. S. Axle Co., Inc., Pottstown, Pa.

178 A-2416 OIL FILTER INSTALLATION AND SERVICE MANUAL—E. Jambor, AC Spark Plug Div., Flint 2, Mich.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

181 WHEEL COVER CATALOG NO. 57—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Nameco, Inc., 333 31st Ave., Bellwood, Ill.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

187 BRAKE PRODUCTS—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

189 GENERAL PAINTING INSTRUCTIONS—Form 5723 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

190 COOLING SYSTEM CLEANING—Bulletin titled "Cooling System Maintenance: An Open Door to Greater Profits," describes Jenny Steam Thoro-Purge, the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

191 VMC GENERATOR—New 12-page generator, starter, and armature specification and application folder for passenger cars and trucks including 1958 models. The VMC System, Atlanta 18, Ga.

193 WIRE AND CABLE CATALOG—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

194 TWIN POST LIFT WHEEL ALIGNMENT OUTLINE—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

195 1958 SALES "PORTFOLIO"—Contains catalog sheets on YANKEE'S new "Dust Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

196 AIR COMPRESSOR CATALOG—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various types of compressors, components and accessories. Ask for Catalog No. 734-2. Weaver Mfg. Co., Springfield, Ill.

197 SPARK PLUGS—Condensed four-page specification folder for passenger cars, including 1958 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

199 20-TON CAPACITY FLOOR JACK CATALOG PAGE—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.

201 TWIN POST LIFT ADAPTER REQUIREMENTS—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.

202 "DON'T BLAME THE GENERATOR"—Free booklet designed to help keep your profit by eliminating costly comebacks. Arrow Armatures Co., 11 Fordham Rd., Boston 34, Mass.

205 HOW TO INCREASE ENGINE LIFE 90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

206 THE SERVICE STORY ON SHOCK ABSORBERS—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

209 EXTRA PROFITS WITH STEAM CLEANERS—20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

210 COLUMBUS SHOCK ABSORBERS—Complete catalog of Luxury-Ride and Velvet-Ride lines, included type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Heckethorn Mfg. & Supply Co., Dyersburg, Tenn.

213 SHOCK ABSORBER CATALOG NO. 3202-T.A.—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 4, N. Y.

216 "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition parts differ from other and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., 87-18 Northern Blvd., Long Island City 4, N. Y.

217 ROUGH IDLING—CAUSE AND CORRECTION—4-page bulletin lists common causes of rough idling and points out corrective measures to be taken. Includes explanation of how and why gum forms in carburetor and what steps are necessary to remove gum deposits. Gumout Division, 2690 Lisbon Rd., Cleveland 4, Ohio.

HELPFUL BOOKLETS FREE!

218 BASIC SLEEVE ASSEMBLY SETS

—New illustrated catalog describes profit features and technical advantages together with specific set numbers and exact applications of BASIC MATCHED SETS for all popular makes of tractors and trucks. Basic Sleeve Associates, 2816 Commerce St., Dallas 26, Texas.

219 HOMESTEAD HOISTER—Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 348, Ocoapopolis, Penna.

221 HYDRAULIC JACK REPAIR KITS are explained in detail in a new illustrated folder on JACK PACK hydraulic jack repair kits. For your free copy write Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

222 "WHAT PRICE QUALITY?"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY?" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

223 DEGREASING EQUIPMENT AND CLEANING COMPOUNDS—Full information included in our catalog sheets for every automotive or industrial usage. Practical Mfg. Co., 2840 4th Ave. S., Minneapolis, Minn.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure - one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

227 FUEL PUMP TROUBLE SHOOTING—Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

228 ENVELOPE STUFFER—describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.

230 SIOUX TOOLS—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

232 NEW MUFFLER TOOL INFORMATION—Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1 1/4" to 2 3/4" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

234 PLASTIC REPAIR KIT—6 page pamphlet gives details on DC-3 Resin and Catalyst includes the many uses of the product as well as several of the important points regarding the appreciation. Plastics Division, Dynatron Corp., 587 New Park Ave., W. Hartford, Conn.

235 THE TRUTH ABOUT TUBELESS TIRE REPAIR—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is uncured and describes the only safe, sure method of repair. By reading this booklet and making the repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

236 INSTALLATION OF SHOCK ABSORBERS—Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

240 BATTERY SELLING AND SERVING EQUIPMENT—Attractive 8-page brochure in full color gives the complete line of chargers, testers and accessories. Includes all specifications. Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

243 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS—12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

244 SPARK PLUG INSPECTION CHART—Form No. M-1433—A full color chart that can be taped or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Auto-Lite Co., Toledo, Ohio.

245 TRUCK TIRE BOOKLET entitled "How You Can Save Up to 20% on Truck Tires" offers a plan for fleet operators to cut costs on truck tires. It is illustrated and carries non-technical information covering many phases of truck tire purchasing and operation. The Tire Mart, Inc., National Fleet Service, 404 Fifth Avenue, New York 18, N. Y.

246 ARMATURE TOOLS—Catalog sheet gives full details on hand operated armature undercutter and armature turning tools. Also includes feature of growlers and testers, distributor holding clamps, armature vise jaw pads and generator pulley puller. Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

247 ELECTRIC ARMATURE UNDERCUTTER AND POLE SHOE SPREADER are described in this catalog sheet. Available from Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

248 "BRINGS YOU A 100% PROFIT"—Catalog sheet describes rubber brake adjusting hole covers and the attractive display cards on which they are mounted. The plugs are easily sold with each grease job and fit all models of cars and trucks using Bendix brakes. Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

257 RUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

262 OIL FILTER SELLING AIDS—Wix-O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

267 AUTOMOTIVE BEARINGS—Catalog 50-OB—a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines.

Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6382 Plymouth Avenue, St. Louis 14, Missouri.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

323 BRAKE LINING—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., P. O. Box 346, New Castle, Ind.

336 NEW FILKO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

338 AUTO LAMP SERVICING GUIDE—Illustrated and handy reference with replacement charts and instructions for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

340 OIL, AIR, FUEL AND WATER FILTERS—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.

347 INTRODUCTION TO POWER STEERING—Complete explanation of power steering principles and advantages. 12 page booklet fully illustrated and diagramed. Monroe Auto Equipment Co., Monroe, Mich.

361 NEW "QUICK REFERENCE" GASKET CATALOG—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

364 AUTOMOTIVE SAFETY LIGHTING DEVICES—A new automobile catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares—all heavy duty equipment designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

370 EMEROL MFG. CO.—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 242 W. 69th St., N. Y. 23, N. Y.

410 NEW AIR BRAKE MAINTENANCE BULLETINS—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.



NEW PRODUCTS AND CATALOGS

800—Scotch Blocks

Two L-shaped, metal scotch blocks, 17" wide, for use under rear wheels, either single or dual type, to prevent or retard sliding of wrecker during a rear-end pull on snow, ice, mud, soft soil, asphalt or concrete, have been introduced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn.

Blocks are placed directly back of both rear wheels with chains loosely



fastened into two anchor hooks which clamp over the rear tailgate flange of truck body. In this position, operator makes necessary hookup for recovery. Truck brakes are released enough to allow the rear wheels to roll up on the blocks where they are held by chains. Equipped with hardened metal blades, blocks dig in to provide a solid foundation for wrecker operations. Furnished in pairs, weighing 45 lbs. each, they may be stored in truck body for ready use.

Want more info? Use coupon on page 99 and you will get it!

801—Radiator Screen

The "Buggcatcher," a correct-mesh radiator screen to prevent all kinds of insects from clogging radiator cores, has been announced by H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

Made of galvanized wire, complete with tying cords, device is made in two sizes to fit all radiators, wide or narrow, according to the company.

Want more info? Use coupon on page 99 and you will get it!

802—Tool Catalog

A catalog supplement, describing and illustrating a flexible cable distributor adjuster for Delco-Remy, plus a "window" holder; molding clip installer for Chevrolet and Pontiac; brake shoe spring tools for Lockheed and Bendix; petcock drain tool with flexible cable and piston ring expander with adapters for popular sizes, has been published by

K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa.

Want more info? Use coupon on page 99 and you will get it!

803—Silicone Spray

"4X" silicone spray, a companion product to "4X" compound, designed to provide a faster and more convenient method of lubricating rubber parts to prevent squeaks, has been announced by Dow Corning Corp., Midland, Mich.

Spray and compound also prevent weatherstripping from freezing in place in cold weather, it was claimed, make ignition systems sure-starting in damp weather, are effective "anti-seize" coatings for wheel lug nuts and reduce white corrosion on battery terminals and cases.

Want more info? Use coupon on page 99 and you will get it!



TESTER



GAS CAP

keep them out of winter trouble

Check the caps every time you lift the hood. Build good will by anticipating trouble for your customers. Use the Stant T-250 Tester to find leaks and defective pressure caps.

Check your stock of Stant Radiator, Gas, Locking Gas and Oil Filler Caps. Stant's Complete Line lets you serve all vehicles with minimum stock!



PRESSURE CAP



LOCKING GAS CAP



OIL FILLER CAP



Write for catalog to

STANT MANUFACTURING CO., INC.,
Connersville, Indiana,

... naming your jobber.

used on America's Finest Automobiles as
Standard Equipment for a generation

804—Fastener Assortment

A fastener assortment of over 1,400 pieces, consisting of the most used items for servicing requirements, has been introduced by Midland Screw Corp., 3638 South Kedzie Ave., Chicago 32, Ill.

"Multi-Pak" contains 31 different sizes of cap screws, hex nuts, lock-washers, flat washers, sheet metal screws, stove bolts, license plate bolts, battery bolts and cotterpins, each item packed in a separate compartment, which can be removed for on-the-job servicing. Individual replacement packs for each item are also available to keep the complete assortment up-to-date. Assortment

comes in a grease-proof box, hinged on the back with complete identification chart on the inside cover.

Want more info? Use coupon on page 99 and you will get it!

805—Distributor Tester

An A.C.-operated distributor tester with a speed range to 8,000rpm for testing distributors on all passenger, sports and foreign cars, trucks and tractors has been announced by Allen Electric and Equipment Co., 2101 North Pitcher St., Kalamazoo, Mich.

"Model 31-02" reportedly will test 6-, 12-, 24- or 32-volt distributors with either single or double contacts. The variable speed drive operates in



both forward and reverse rotation. Distributor chuck has 3 jaws for automatic shaft alignment and is ball-bearing-mounted for vibration-free operation. An arrow-shaped light within the graduated protractor ring pinpoints the distributor firing pattern with absolute accuracy, it was claimed. Tests include: centrifugal advance, vacuum advance, cam angle, variations in cam lobe, point synchronization, breaker point operation, shorts and grounds, breaker arm spring tension and excessive wear in cam, shaft, bushing, plate and housing. Adapters and fittings and personal, in-the-shop instruction are included in the purchase price.

Want more info? Use coupon on page 99 and you will get it!

806—Parts Assortments

Three "Vu-Parts" assortments in transparent canisters with revolving styrene lids, enabling mechanics or do-it-yourself persons to dial and pour out size required, have been announced by Dorman Products, Inc., 1004 Sycamore St., Cincinnati 2, O.

"VU-17" assortment contains license plate bolts and nuts, "VU-18," Woodruff keys, and "VU-19," shown here, 12 drain plugs and copper gaskets. Other assortments contain cotterpins, stove bolts, machine screws, nuts, shakeproof washers, wood screws, cap screws, hex nuts, lock washers, flat washers, sheet metal screws and acorn and wing nuts.

Want more info? Use coupon on page 99 and you will get it!

807—Transmission Sealer

A transmission sealer, said to maintain a tight seal without damaging or in any way altering the construction and shape of the gasket, has been announced by "X" Laboratories, Inc., 25 West 45th St., New York 36, N. Y.

Product can be used effectively with all transmission liquids, it was claimed. It is said also to revitalize shrunken, corroded or dry transmission seals for smooth, noiseless operation.

Want more info? Use coupon on page 99 and you will get it!

KIT NO.
VW-306
VOLKSWAGEN 1964-68

PRICE

tungsten

TUNE-UP KIT for FOREIGN CARS

HEAVY DUTY PARTS CONSISTING OF CONTACT POINTS AND CONDENSER

TUNGSTEN CONTACT MFG. CO., INC. NORTH BERGEN, N. J.

for the BIG LIFT in ignition sales and service!

There's a big, new Ignition market in those small foreign cars and the Tungsten bubble-pak Tune-Up Kits provide coverage for most of them!

EACH KIT CONTAINS HEAVY-DUTY CONTACT POINTS AND CONDENSER.

Order at once — give your ignition business the BIG lift in sales and profits!

Merchandised on a lithographed metal display rack. The FC-1000 (illustrated) holds 18 Kits — and the rack is FREE!

Write for the new Foreign Car Catalog FC. TUNGSTEN CONTACT MFG. CO., North Bergen, N. J.



Interest in customer needs earns **\$272⁵⁰** extra a week!

Every car brought to Al's Texaco Service, Cleveland, Ohio for repair or tune-up gets its engine Jenolized whether asked for or not. "And the customers eat it up," says owner Al Bonoma. "They feel that we are taking more of an interest in seeing that a good job is being done."

Most of the station's extra income is from Jenolizing—the new motor appearance reconditioning method that combines low pressure steam cleaning with a genuine Jenny[®], and a special rust-preventive coating that gives engines a showroom sparkle.

Jenolizing auto and truck motors, lawn mowers, construction equipment, and cleaning white wall tires, gives Al Bonoma an extra \$272.50 income a week! Why don't you check into this bonanza maker right away? You can get started for as little as \$17.90 a month! Call your local Jenny Jobber or write today.



See for yourself!

Al Bonoma averages:

4 motor jobs a day @ \$5 ..	\$140
1 truck job a week @ \$10 ..	10
5 sets white side walls	
a day @ \$1 per set	35
5 lawnmowers a day @ \$2.50	<u>87.50</u>
Total weekly income from Jenny and Jenolizing	\$272.50
Hours worked a week ...	21

Please send me full story on Jenolizing and the right model Hypressure Jenny for my business.

Name.....Title.....

Company.....

Address.....

City.....State.....



HOMESTEAD VALVE MANUFACTURING COMPANY
Hypressure Jenny Division, P. O. Box 99, Coraopolis, Pa.

three new

Herbrand

"TUNE-UP" METERS

for 10 vital tests

Every garage and service station will want these easy-to-use, easy-to-read meters! Guaranteed for amazing accuracy, these compact, modern units are real profit makers in the busy shop—actually eliminate 10 old time-consuming methods of testing.



**HT-100
VOLT-METER**

Exceptionally low in cost. No dials to set and just 2 leads to connect! Measures voltage of batteries, generators and voltage regulators—tests batteries, cables and wiring. For use on all 6 and 12 volt cars. **Only \$19.95**

HT-212 UNIVERSAL TACHOMETER

In the popular price range. A remarkable engineering feat! Measures speeds up to 9000 RPM's on automobiles, outboard motors, lawn mowers, stationary engines, marine engines, chain saws and tractors—with-out any direct connections! **Only \$72.50**



HT-346 TACHOMETER

Economically priced. For all battery ignition systems. Using one ordinary flashlight cell, it checks idle speed adjustments, automatic transmissions and carburetors on all 6 to 24 volt systems. Only 2 simple connections. **Only \$37.95**

ASK YOUR JOBBER, OR WRITE FOR NEW EQUIPMENT CATALOG EC-101

Herbrand Equipment
HERBRAND DIVISION
THE BINGHAM-HERBRAND CORPORATION
FREMONT, OHIO

808—Jack Adapter

"No. 63" truck cradle adapter for its "No. 700" hydraulic transmission jack has been announced by Edmund J. Wudel Mfg. Co., 6082 Ferguson Dr., Los Angeles 22, Calif.

So designed that it will handle 4- and 5-speed truck transmissions



in the Chevrolet, Ford, Dodge and others, adapter tilts transmission forward to 80°, backward 20° and sideways 22°. The easy pumping handle rotates a full 360° into any desired position, it was claimed, while free rolling swivel casters allow smooth, easy travel of the loaded jack over the floor. Universal and Powerglide adapters are also available.

Want more info? Use coupon on page 99 and you will get it!

809—Brake Control Unit

"No-Vak" brake control unit for light pickup or delivery trucks and passenger cars, designed to increase the operator's braking control at high speeds, has been announced by Superweld Corp., 6840 Vineland Ave., North Hollywood, Calif.

Easily installed in the brake system between the master cylinder and the wheels, unit reportedly equalizes pressure on all brakes simultaneously. Completely safe, it is said to be foolproof and made to operate up to pressures of 2,000psi. When subjected to excess pressures, or in case of any malfunctioning, back pressure unseats the ball check and allows the fluid from the master cylinder to bypass "No-Vak" unit and flow directly to the wheels, eliminating possibility of losing fluid pressure through use of the unit. Easy-to-read instructions are included with kit.

Want more info? Use coupon on page 99 and you will get it!

810—Heater Parts Catalog

A 20-page, illustrated heater parts catalog listing fittings and other winter goods, providing comprehensive car application data on all popular American cars produced from 1931 through 1958, detailing both low-cost display assortments and open-stock replacement items, also containing complete interchange data on small motors, has been published by Ever-hot Products Co., 2001-09 W. Carroll Ave., Chicago 12, Ill.

Want more info? Use coupon on page 99 and you will get it!

811—Boring Machine

"Model FL" cylinder boring machine, with a capacity of 3" to 6¾", has been announced by Cedar Rapids Engineering Co., 902 17th St., N. E., Cedar Rapids, Iowa.

Larger cylinders can be bored by adding special equipment. Stroke is 18". Machine features faster automatic retraction and the same 3-finger centering, non-distorting anchoring, V-belt spindle drive, pre-loaded spindle bearings and accurate tool setting as the company's other "Kwik-Way" cylinder boring machines. "Model FL" features 16 different speed/feed combinations, allowing selection of the proper spindle speed and feed for any given job. It operates to close limits for taper and out-of-roundness, producing straight cylinders with high finish, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

812—Acrylic Finish

"Arcolite," an acrylic finish intended specifically for use in refinishing shops, available in factory-packaged colors that reportedly match exactly the acrylic colors being used on many '59 models, has been introduced by The Arco Co., 7301 Bessemer Ave., Cleveland 27, O.

Said to be ideal for panel, spot repair work and two-toning of automobiles, product is not a modified lacquer, but a pure acrylic, free from nitrocellulose, it was claimed. It can be applied directly over acrylics, lacquer or enamel and good adhesion reportedly is assured. Except where cars are in bad condition, no special or involved surface preparation is required. Properly sprayed, "Arcolite" dries fast, builds good film with few coats, dries with high gloss and lasts for years, even under severe climatic conditions, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

813—Rebuilt Generators

Factory-rebuilt generators for all late-models cars, each an original-equipment unit standard in every detail, have been announced by Arrow Armatures Co., 11 Fordham Rd., Boston 34, Mass.

Completely rebuilt to overcome failures common to most 12-volt sys-

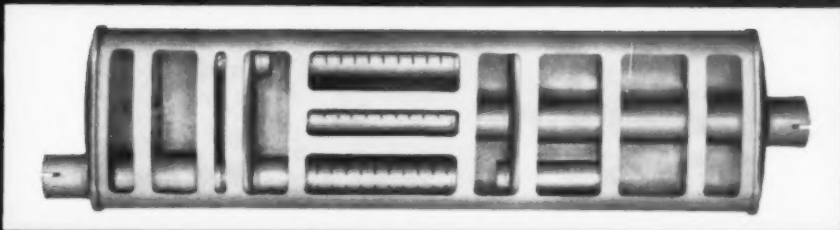


tems, generators are completely disassembled, every part cleaned and checked, faulty parts replaced and reassembled, checked step-by-step and finally subjected to "102" test, a test simulating conditions reportedly more severe than those encountered in actual use.

Want more info? Use coupon on page 99 and you will get it!

NEW

MoPAR PROFIT MAKER FOR YOU



New MoPAR Sono 4X muffler

The *all-new* MoPar Sono 4X muffler engineered by Chrysler Corporation is ready to bring you *more profitable* service business—now!

The new MoPar Sono 4X gives you:

- **Higher profit** because it's Chrysler Corporation-engineered to *fit* the Chrysler-built cars you service—reduces installation time, gives you more time for additional service business.
- **Reduced inventory** by standardization—fewer mufflers now service most Chrysler-built cars.
- **Guaranteed performance**—works in perfect balance with other related parts, because it's engineered *especially* for Chrysler Corporation cars' exhaust systems.
- **Immediate availability** from your local MoPar Wholesaler or Chrysler Motors Corporation dealer. You also can get MoPar's new merchandising aids to help increase your muffler sales.

The new MoPar Sono 4X gives your customers:

- Up to 100% longer muffler life because it's zinc-coated both *inside* and *outside*.
- A muffler designed to reduce the four major causes of muffler failure: internal corrosion, vibration, internal temperature variations, backfire.
- Measurably quieter operation with an important reduction in back pressure.
- A muffler engineered for Chrysler Corporation-built cars—to *keep* new car performance.

The MoPar Sono 4X muffler is another example of the complete "bumper to bumper" profit makers designed for Plymouth, Dodge, De Soto, Chrysler and Imperial cars—available only from MoPar.

Sell the line that keeps your customers sold on you—MoPar

MoPar Division
Chrysler Motors Corporation
Detroit 31, Michigan



PARTS AND ACCESSORIES



KEM FUEL PUMPS

with the
Būnalon® Diaphragm
.....must pass this gruelling test!

"Still going after 1000 hours at a running speed of 80 M.P.H., equal to 4 times around the world." — result of independent laboratory tests.

The Lifetime Būnalon Diaphragm — a single Bonded thickness of Dupont Nylon woven cord fabric and Būna rubber, produced exclusively for Kem fuel pumps to withstand this tremendous punishment.

For the best that money can buy — buy KEM



Send today
for complete **KEM**
FUEL PUMP
CATALOG

My name.....
Firm name.....
Address.....
City.....State.....
☐ Repair station ☐ Wholesale



Please Return Coupon For Catalog SA11

814—Bumper Jack

A 1½-ton, air-operated, one-end lift, "Model SJ-51," with a standard two-way lever valve that uses either a tire inflator or quick coupler for ease of operation, has been announced by Blackhawk Mfg. Co., 5325 West Rogers St., Milwaukee 46, Wis.

Jack raises to full height in seconds, even under capacity loads, it



was claimed. Lifting arms extend from 14" to 48" to accommodate the different styled bumpers, tailpipes and widths of late-model cars. Contact reportedly can be made at any point on the 5" x 5" saddles which scientifically spread the weight. Tricycle wheel design—swivel-nose wheel and large steel rear wheels—help jack to move, position and lift faster, the manufacturer said. Support legs 25½" long spread out for added support when lifting. Elevator is designed so that lifting arms reach 14½" underneath the bumper to allow saddles to grip brackets or pads firmly with clearance to spare.

Want more info? Use coupon on page 99 and you will get it!

815—License Plate Addition

A stainless steel polished plate, designed to cover fuel filler opening where license plate does not accomplish this on the 1959 Buicks, has been introduced by J. T. B. Supply Co., Box 420, Seaford, Del.

Filler plate is bolted to the hinged bracket which holds the license plate. When installed before the license plate of smaller than uniform size, it reportedly improves the appearance of the rear of car and also helps prevent water, dirt, etc., from entering the fuel filler opening.

Want more info? Use coupon on page 99 and you will get it!

816—Bearing Catalog

A 36-page catalog listing complete bearing application information for 21 makes of passenger cars and 7 makes of trucks, arranged alphabetically, with complete interchange table for clutch release bearings and assemblies, as well as radial bearings, plus instructions for proper maintenance of bearings, has been published by L & S Bearing Co., 6 South Pennsylvania, Oklahoma City, Okla.

Want more info? Use coupon on page 99 and you will get it!

817—Fog Deterrents

"Spritz Anti-Fog" and "Anti-Freeze," for spraying on car windows and windshield, packed in 4-oz. non-breakable plastic squeeze bottles which can be stored in the glove compartment, have been introduced by Merix Chemical Co., 1021 E. 55th St., Chicago 15, Ill.

When sprayed inside car windows, "Anti-Fog" reportedly prevents fog, mist or moisture condensation. "Anti-Freeze," sprayed on outside of car windows and windshields, is said to prevent ice, sleet and frost formation.

Want more info? Use coupon on page 99 and you will get it!

818—Frame-Body Catalogs

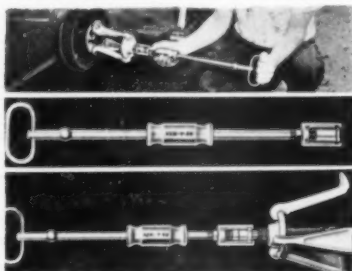
Two catalogs describing a complete line of stationary and portable frame and body correction equipment with units for any size collision repair shop, illustrating with photographs and explanations in detail how tools fit on a floor- or pit-model "Visualiner" wheel aligner for repairs on any body or frame, plus actual on-the-job photographs showing portable tools being applied for repairs, and including a list of frame gauges, support stands, etc., has been published by John Bean Division, Food Machinery and Chemical Corp., 1305 S. Cedar St., Lansing 4, Mich.

Want more info? Use coupon on page 99 and you will get it!

819—Puller Adapter

A flange-type axle puller adapter, designed for use on all late-model cars and trucks, has been announced by Ken-Tool Mfg. Co., 768 East North St., Akron 5, O.

Adapter fits over top of any "Ken T-500" puller or similar puller. A



heavy-duty slide hammer, guided by adapter shaft, delivers blows to loosen axle shaft. Device eliminates danger of damaging any parts, it was claimed.

Want more info? Use coupon on page 99 and you will get it!

820—Tool Catalog

An 8-page supplement (No. 4) to its current master catalog, illustrating, describing and including complete specifications covering its axle stands, bead breakers, heavy-duty bead-loosening and tire-removing tools, battery tools, buffing spoon, tire and tube buffer, axle puller adapter, taps, dies, screw extractors, die stocks, drain wrench, etc., has been published by The Ken-Tool Mfg. Co., 768 East North St., Akron 5, O.

Want more info? Use coupon on page 99 and you will get it!

HIRSIG-BRANTLEY

Service Means Complete Service in the South



for Manufacturers and Jobbers!

★ IT'S EASY to understand why Hirsig-Brantley Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig-Brantley organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE . . . Hirsig-Brantley Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES . . . Hirsig-Brantley men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 13 Southern cities, information brought to customers on Hirsig-Brantley lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig-Brantley men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



Lawrence M. Hirsig



Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig



HIRSIG-BRANTLEY COMPANY, AMERICAN NATIONAL BANK BLDG., JACKSONVILLE 7, FLORIDA
MANUFACTURERS DIRECT REPRESENTATIVES

821—Bolt Retainer

A self-retaining "Speed Grip" bolt retainer, designed to fasten automotive grille extensions to fenders rapidly and simply, has been announced by Tinnerman Products, Inc., Cleveland, O.

Eight of the spring steel fasteners are slipped over rounded slots in the grille flange. Turned-down barbs retain bolt in position, preventing rotation when nut is driven. Grille sections, with all fasteners in position, reportedly can be mounted to fenders at any point on the assembly line, with only the nut required to complete the entire assembly. Fastener floats in the mounting hole

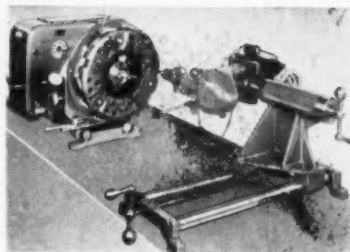
and can be shifted to overcome any normal misalignment problems, it was claimed.

Want more info? Use coupon on page 99 and you will get it!

822—Balancing Machine

A balancing machine designed specifically for use by clutch rebuilders, reportedly built for dependable, heavy-duty service, has been announced by Bear Mfg. Co., 2016 Fifth Ave., Rock Island, Ill.

Accuracy and speed are said to be principal features of the "354-BR" clutch balancer. Clutches are mounted on master adapter plates which are jig-bored for accuracy, with a quick-



acting split nut holding the clutches on hardened and ground pins during the balancing operation. A precision dial indicator registers the exact amount of unbalance while a strobe light indicates position. When drilling for correction of unbalance, a special backing plate locks out the pick-up mechanism.

Want more info? Use coupon on page 99 and you will get it!

823—Power Steering Parts

Power steering assortments which include 17 popular pressure lines and one return line kit, individually packaged with a free metal rack, have been introduced by The Weatherhead Co., 128 West Washington Blvd., Fort Wayne, Ind.

Application data chart is attached to the rack which keeps parts numbers right at hand. The return line make-up kit includes hose and fitting with complete instructions for making return lines quickly and easily, according to the company.

Want more info? Use coupon on page 99 and you will get it!

824—Safety Alarm

An electronic transistor safety alarm to be attached to the ear while driving, for the protection of sleepy drivers, has been announced by Wright Airborne Electronics, 1620 McGee Trafficway, Kansas City 8, Mo.

"Driver-Larm" reportedly emits an awakening warning signal the instant the dozing driver's head nods, arousing him abruptly from his drowsiness. Said to be foolproof and dependably effective, the device is made of plastic and weighs 2 ozs.

Want more info? Use coupon on page 99 and you will get it!

825—Gasoline Cap

"G-80" push-on-type locking gasoline cap for Buick, Oldsmobile and Pontiac cars to 1956, Chryslers to 1952 and many Ford, Chevrolet and other car and truck models, has been announced by Stant Mfg. Co., Inc., 1620 Columbia Ave., Connersville, Ind.

Each cap is identified as a "Dual-Loc" device by red circle emblem on top. Of die-cast construction, caps are automatic, vented and will fit 1½" ID filler neck. They feature heavy electroplated finish of copper, nickel and chromium, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

WOW!

WHAT A WORKING PARTNER!

Plastik 7




Plastik with 7
IS THE MOST WORKABLE FILLER EVER...
A REAL PARTNER THAT WORKS WITH YOU!

PLASTIK with J-7 is So Easy To Use...
No fusing! It comes with only 1 hardener, mixes smooth as honey... spreads like butter... molds to contour.
It's TOUGH! several times stronger than steel... really sticks with a titanic grip.
PLASTIK with J-7 is Safe, too! Absolutely will not harm skin.



PLASTIK Works with you in time... fast or slower setting

Send for free illustrated sales manual brochure

Works As FAST As You Want It... Sets in 7 MINUTES... Ready to Finish! Works As SLOW As You Want It... Can be Power-Sanded up to 10 HOURS After Application!

MINIMUM DUST
COMES WITH ONLY ONE HARDENER... THE FABULOUS 1-TUBE HOT SHOT HARDENER!

PLASTIK with J-7 is a new discovery that's really something to shout... to sing... about! This truly amazing plastic fiberglass autobody filler is a real, working partner... makes your body repair jobs go smoother, faster, easier, more economically!

It's got WORKABILITY!
... works with you in time... gives you fast-setting action — sets in 7 minutes ready to sand — for fast jobs. Or it gives slower-setting action — can be worked on up to 10 hours after application. This fantastic filler solves all your repair problems... fixes all dents, tears, holes, big or small, factory new... does customized restyling and reshaping... builds sleek new lines, adds fins... rebuilds a car practically any way you want it.

NO DUST TO FILM NEW PAINT JOBS

WRITE DEPT. S-11

UniCan plastics co., inc.

Main Offices and Plant — Shrewsbury, Mass., U.S.A.

West Coast Plant, UniCan Pacific Corp., 1346 West 13th St., Long Beach, Calif.
Canadian Plant, UniCan Plastics (Canada) LTD., 241 Dube Ave., Montreal East PQ.

customer-catching

***Soundmaster* signs**

As curb stand or pole mount, this brilliantly colored Soundmaster sign flags down your customers for exhaust system service. Twenty-four hours a day, it's serving notice that you're ready, willing and able to do a job—and do it quickly and expertly. Get your Soundmaster sign today. A sure attention getter that produces results—and profits.



Soundmaster has all you need to make money on mufflers



customer-satisfying long life mufflers

It's *powerful quiet* with a Soundmaster—for a long, long time. And for good reason. Soundmaster advanced engineering resists rust inside and out . . . with special premium coated materials, complete drainage, Open Flo Design and "asbestosized" shells wherever needed . . . and guarantees full range sound control without loss of original power.

DEKOVEN MANUFACTURING COMPANY
RACINE, WISCONSIN

***Soundmaster* MUFFLERS**



826—Enamel Reducer

An automotive enamel reducer, which reportedly provides dependable control of spraying enamel in spite of adverse weather conditions, including cold and dampness, has been announced by Ditzler Color Division, Pittsburgh Plate Glass Co., 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

Product is said to provide smooth, even flow-out and perfect leveling, to be particularly effective on metallic colors and to provide uniform distribution of metallic particles for quicker, more accurate color matching. It may be used under a complete range of air pressures with easy handling for either the double-coat method or

the tack- and flow-coat method of spraying, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

827—Transmission Jack

A hydraulic transmission jack, designed for removing truck transmissions, torque converters, truck differentials and passenger-car transmissions, has been introduced by Weaver Mfg. Co., 2166 South Ninth St., Springfield, Ill.

Saddle side tilt is 11° each way, forward tilt 22° and backward tilt 14°. Low silhouette high lift and large caster wheels make the "WA-87" useful for shops not using hydraulic



lifts for transmission removal, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

828—Noise-Dampener Kit

Brake noise dampener kit for use on all Chrysler Corp. cars, which helps eliminate shoe vibration, has been introduced by Lee Mfg. Co., 1218 Santa Monica Blvd., Santa Monica, Calif.

A duplicate of the kit recommended by Chrysler engineers for installation on all Center-Plane brakes not equipped originally from the factory, it consists of Bendix-type brake shoe hold-down pins, springs and cups and is packaged in car sets, the manufacturer reported.

Want more info? Use coupon on page 99 and you will get it!

829—Frame Conversion Kit

A frame contact conversion kit, designed to convert rail lifts to frame contact lifts, has been announced by Beverly Equipment Sales Co., Beverly Hills, Calif.

Kit can be installed quickly and easily, it was claimed, converting rail lifts to permit safe frame contact on any make of car, foreign or domestic. The frame lift also permits wheels to drop freely from fender wells, giving free access for all under-car repairs, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

830—Rebuilt Solenoids

Rebuilt work solenoids for 1958 and other late-model, popular-make cars, trucks, buses and tractors have been announced by Arrow Armatures Co., 11 Fordham Rd., Boston 34, Mass.

Each unit is an original-equipment solenoid, completely rebuilt and fully guaranteed. A rigid test reportedly is undergone by each solenoid before it leaves the factory.

Want more info? Use coupon on page 99 and you will get it!



THE COMPLETE BEARING LINE

L & S is the only bearing manufacturer offering a complete range of sizes and types for ALL automotive applications. From a single source you can fill every demand for ball and roller bearings . . . from Model T Ford to 1958 Cadillac.

L & S has pioneered the development of outstanding advances in the industry . . . first with the salt bath hardening process . . . first with Nylon retainers in Clutch Release and Generator bearings.

L & S is your best and most dependable source. Known the world over for superior quality.

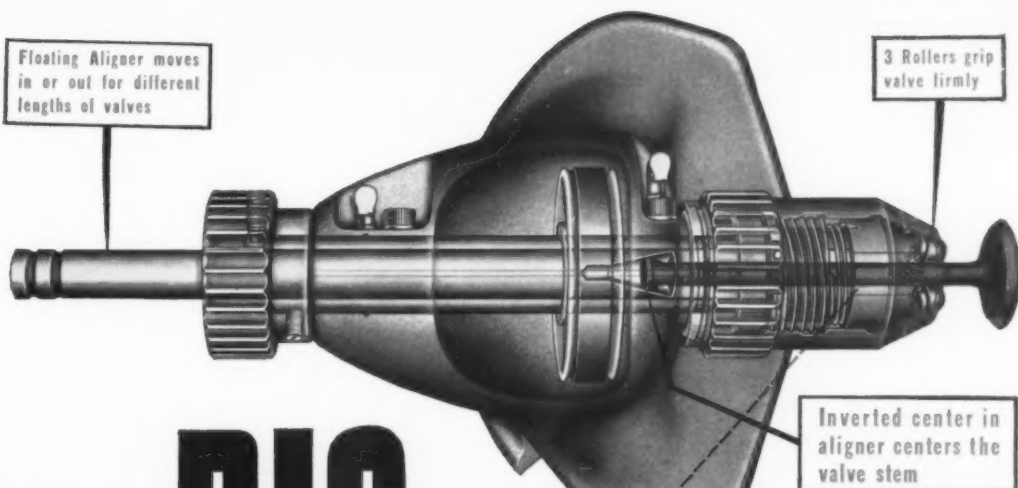
- 1 Single Row Ball Bearing
- 2 Double Row Ball Bearing
- 3 Front Wheel Bearing
- 4 Cylindrical Roller Bearing
- 5 Clutch Release Bearing
- 6 Clutch Release Bearing Assembly
- 7 Tapered Roller Bearing
- 8 Needle Roller Bearing

All other types not illustrated available
Application Catalog #358 available request
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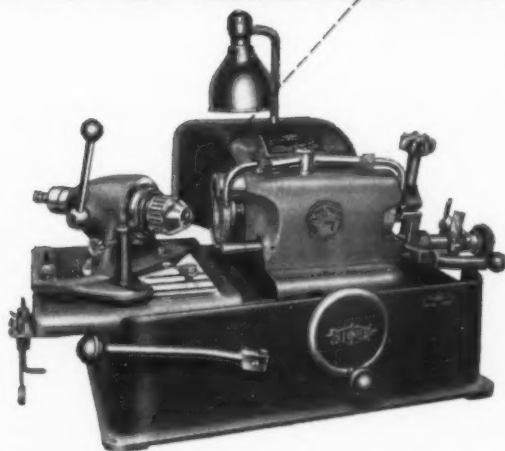
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IF you had to choose one feature making the largest contribution to the speed and accuracy of the Sioux Valve Face Grinding Machine it probably would be the quick-acting, easily

cleaned, roller chuck. The inverted center floating aligner holds the valve accurately in the position in which it operates in the engine while valves are ground to within .001". It's fast, easy and accurate.

But as in all fine machinery, there is precision in a multitude of details. Belts absorb vibration ... a cast iron base provides rigidity and weight ... way bars are precision made, hardened and ground to close limits, and wet grinding eliminates heat and distortion.

For over 25 years men who have to lay down their hard earned money have been comparing and choosing the machine they liked best. The results are that today there are more STOUX Valve Face Grinding Machines in use than all others combined. Buy Sioux and you buy the finest.



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NEW AIR IMPACT WRENCHES • NEW AIR SCREWDRIVERS • NEW "PELICAN" NUT ACCUMULATORS
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GRINDING MACHINES • SCREWDRIVERS • PORTABLE SAWS • FLEXIBLE SHAFTS • ABRASIVE DISCS

831—Battery Charger

"Model 200" battery charger, which reportedly has a charging rate of 100 amps at 6 volts, 60 amps at 12 volts, with meters and controls in a separate unit mounted "penthouse," has been announced by Triple-A Specialty Co., 2101 W. Walnut, Chicago 12, Ill.

Meter and controls are placed vertically for easy reading, even with the driver's seat of car being serviced. Vertical placement reportedly also gives almost complete protection from the weather, eliminating need for special covers. Unit is fully automatic, feeding power as needed and cutting off before danger of over-

charging. Easy-to-read operating instructions are printed on control panel. Cables slide inside the main cabinet when not in use.

Want more info? Use coupon on page 99 and you will get it!

832—Rebuilt Starters

Rebuilt starters for late-model cars, including 1958 models, consisting of original-equipment units—standard in every detail and reportedly capable of handling full-load requirements of 12-volt systems—have been announced by Arrow Armatures Co., 11 Fordham Road, Boston 34, Mass.

Each starter is disassembled at the factory, component parts cleaned and

tested and armatures completely reconditioned. All other parts are new or renewed. After reassembly, each starter must pass a rigid test under simulated conditions encountered in actual service, according to the company.

Want more info? Use coupon on page 99 and you will get it!

833—Transmission Tester

"Model D-50 Dynamaster," designed to test rebuilt automatic transmissions of all kinds prior to installation in the car, has been announced by Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

The input speed range—from 400 to 1,800rpm—is worked by an in-



finitely variable speed range device, controlled through a hydraulic cylinder and pump arrangement. Load application to the transmission output shaft is accomplished by a hydraulic pump, with output load controlled by a needle valve located at the side of the machine. Pump features helical cut gears and is mounted in a sound-proof chamber to reduce noise. Instrument panel contains 6 pressure gauges for measuring test pressures on all types of units tested.

Want more info? Use coupon on page 99 and you will get it!

834—Rod Aligner

A rod aligner with an extended checking surface to permit checking of the newer short-stroke connecting rods for bend, twist and offset has been introduced by Sunnen Products Co., 7910 Manchester Ave., St. Louis 17, Mo.

Greater surface is said to be ideal for checking all short "over-square" V-8 rods. Check is made against a precision-ground surface on a stress relieved casting. Rods can be checked with or without caps, with or without pistons. A self-aligning yoke clamps rods securely and square, including miter-cut forgings, according to the company. Aligner is complete with V-block, bend and twist indicator and bending bar.

Want more info? Use coupon on page 99 and you will get it!

835—Cam Lubricant

"Ignitionlube," containing Lithium, for lubrication of distributor cams and pivot posts, as well as for other uses in the home or shop, has been announced by Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

Said to retain its normal consistency up to 375° F., product reportedly insures longer life to the rubbing block and cuts down on point set adjustments. Tubes are non-breakable and of right size and construction to reach hard-to-get-to places.

Want more info? Use coupon on page 99 and you will get it!



can often cure these 4 common troubles

1. excessive vibration
2. clutch chatter
3. hard shifting
4. sticking accelerator pedal

Unnecessary work is time-consuming and costly. Yet, a repairman often does unnecessary work because he fails to check motor mounts first. He spends valuable time, and the car is still not ready for delivery. Sometimes, there is a costly customer comeback. So, be sure to check motor mounts on every repair job. And, if you need them, install the best. DOAN MANUFACTURING, Division of Anchor Industries, Inc., 1725 London Road, Cleveland 12, Ohio.

INSTALL

ARMOR FLEX

FLOOR MATS AND
PEDAL PADS, TOO

358

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GENERAL MOTORS

836—Headlamp

An automotive headlamp for two-headlamp system, which reportedly provides nearly twice the brightness of ordinary headlamps on the lower beam, with no increase in battery drain, has been announced by Lamp Division of Westinghouse Electric Corp., Bloomfield, N. J.

"Safe-T-Beam" provides additional light on the right side which permits seeing beyond the headlights of on-coming vehicles, it was claimed. The additional light is said also to enable the eyes of the driver to adjust to the lower brightness of the road almost immediately after passing. Upper and lower beam shields provide improved

visibility in fog, rain, dust or snow, the manufacturer said, while a redesigned lens is said to provide a strong, projected beam up to more than 200' ahead, directing some light for side and foreground illumination. Available for 6- or 12-volt systems, lamps are interchangeable with all 7" lamps and are equipped with aiming buttons to permit quick, accurate aiming with mechanical aimers.

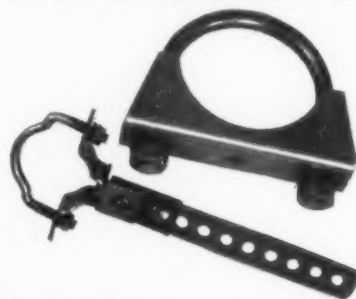
Want more info? Use coupon on page 99 and you will get it!

837—Muffler, Tailpipe Tools

"Zippy" U-type muffler clamps, tailpipe hangers and tailpipe repair kits have been announced by Muffler

Products Corp., P. O. Box 492, Houston 1, Texas.

Clamps and hangers are constructed of heavy-duty, full-gauge steel and reportedly can be tightened without spreading or warping. Tailpipe repair kits are available in 8" or 12"



lengths, individually boxed, with or without clamp assembly. U-bolts also may be purchased separately without saddle nuts and washers.

Want more info? Use coupon on page 99 and you will get it!

838—Leak Repair Kits

A line of dust- and water-leak repair kits for large shops, smaller shops and glass shops, each including a manual with a tear-out wall chart illustrating dust- and water-leak areas, has been introduced by Minnesota Mining and Mfg. Co., 900 Bush St., St. Paul 6, Minn.

Kits contain, in varying amounts, windshield sealer, trim adhesive, weatherstrip adhesive in tray pack, "Scotch-Calk" caulking material and "Scotch" brand door sealing tape and plastic tape, plus an applicator gun with spreader and needle tips.

Want more info? Use coupon on page 99 and you will get it!

839—Valve Lifter Set

A hydraulic valve-lifter puller set for removing hydraulic valve lifters from straight and V-8 automobile engine blocks has been introduced by Owatonna Tool Co., 339 Cedar St., Owatonna, Minn.

Simple tool reportedly removes frozen valve lifters quickly and easily. After removal of lifter spring clip, the jaws of puller are fitted into the spring clip groove of the lifter. As pressure is applied the jaws expand and grip the lifter tightly, allowing it to be withdrawn easily. Plated for protection against corrosion, tool is made from alloy steel and is heat-treated for maximum strength and durability.

Want more info? Use coupon on page 99 and you will get it!

840—Accessory Switches

A complete replacement line of solid brass accessory switches, solenoids and coils has been announced by F. & B. Mfg. Co., 4248 W. Chicago Ave., Chicago, Ill.

Developed to enable shops servicing trucks, tractors, marine and heavy-duty equipment to order from one source, the line includes ignition and accessory switches, solenoids, condensers and all-weather coils.

Want more info? Use coupon on page 99 and you will get it!

AMERICAN **MOI** TIRE CHANGER

COATS 3-STAR MODEL TIREMAN

Over the years, Coats Tire Changers have consistently ranked "first choice" of tire dealers, service station operators and major oil companies all across the nation. Why is this true? Because Coats changers are designed with you, the user, in mind. Your tire-changing problems are studied by Coats engineers, who offer you new models only after actual field testing proves them to be the very best on the market.

SUPER LEVERAGE CAM ACTION
gives 50% more leverage and 30% more lift. Wider bead-loosening shoes protect beads.

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Handles all size passenger and light truck tires, tubelike or conventional, 12 to 21 inches.

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is safest for tubelike tires. No gouging or pinching delicate beads. Acclaimed by the country's leading tire engineers.

BONUS EXTRA!—Combination Tool for mounting and dismounting works on all sizes and types of tires. Furnished FREE as part of 3-Star Tireman. Also available for your other tire changers for only \$15.00.

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locks and unlocks with a twist of the wrist. Users call it a "sensational improvement" absolutely trouble-free.

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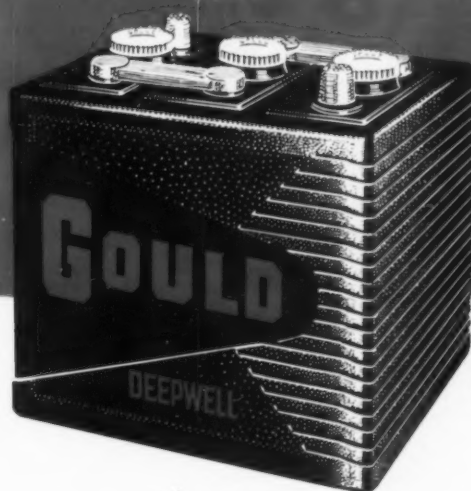
more resistance
to overcharge*
greater resistance
to undercharge*

with **NEW**
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Silver Cobalt
SEALED CHARGE

BATTERY

STAYS STRONGER LONGER



this means
MORE battery sales
MORE battery profits
with
LESS work for you

NO trickle charging NO double handling
NO messing with dangerous acids

New Gould silver cobalt batteries have up to 5 times longer shelf life without trickle charging—they're ready to go to work after months in storage.

Gould has a complete merchandising program—brochures, signs, displays—to help you sell more silver cobalt batteries. See your jobber or write

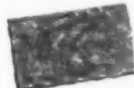
**GOULD-NATIONAL
BATTERIES, INC.**

SAINT PAUL 1, MINNESOTA

*Together overcharging and undercharging account for 80% of all battery failures. New Gould silver cobalt batteries have triple resistance to overcharge, greater resistance to undercharge, compared to SAE minimums.

WHY SILVER COBALT?

Corrosion eats away battery grid material like rust eats bare steel. Coated steel lasts indefinitely because it doesn't rust. Similarly, silver cobalt coats the battery grids, protecting them from corrosion. The grids last longer—the battery performs better—stays stronger longer.



Bare unprotected
steel rusts



Coated steel
resists rust



Unprotected battery
grids corrode



Silver cobalt grids
resist corrosion

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Warehoused in all principal cities. Sold by leading Replacement Parts Wholesalers everywhere.

FOR INFORMATION
WRITE TO

RICH MANUFACTURING CORP.
BATTLE CREEK, MICH.



841—Sealed Beam Headlamp

A 7" improved sealed beam headlamp, said to provide more light and better illumination in the lower beam for two-headlamp vehicles, has been announced by Guide Lamp Division of General Motors Corp., Anderson, Ind.

The "T-3 Powerbeam 50" headlamp has built-in, precision-ground mechanical aiming platforms for maximum aiming accuracy on the lower beam. It reportedly gives 100 watts on the lower beam, an increase of 20 watts over the older 7" lamps. Produced in 6- and 12-volt sizes, it is interchangeable with all headlamps on cars that have the two-headlamp headlighting system.

Want more info? Use coupon on page 99 and you will get it!

842—Heat Riser Tube Kit

A heat riser tube replacement kit, designed so that one number can repair all cars and trucks with automatic choke, has been announced by Wohler Corp., 708 East Grand River, Lansing 5, Mich.

The "4030TV" kit reportedly gives faster and better heat transfer and eliminates excessive fuel consumption, while fiberglass-insulated tube keeps heat flowing to actuate the automatic choke. Kit also eliminates cost of replacing original tube and removes the cause of failure, it was claimed. Also available is a 12" fiberglass insulator for use on original heater tubes where none was used.

Want more info? Use coupon on page 99 and you will get it!

843—Frame Lift

A frame-type lift, which reportedly combines the inherent strength and stability of the "H" frame superstructure with complete versatility, has been announced by Curtis Mfg. Co., 1905 Kienlen Ave., St. Louis 20, Mo.

Lift will accommodate easily, safely and quickly all passenger cars on the road today, including light trucks, it was claimed. Superstructure width is 36" and over-all height less than 5" with lifting pads in low (normal) position. Equipped with swivel adapters, lift can easily reach lifting areas designated by car manufacturers, according to the company. Pads, which can be located anywhere on the swivel arms, provide three different heights for proper clearance—"low" for most passenger cars, "intermediate" for cars with utilized bodies and "high" for light trucks and old-model cars.

Want more info? Use coupon on page 99 and you will get it!

844—Spark Plug Cleaner

"Clean 'n Tune," a concentrated chemical tune-up and spark plug cleaner, has been announced by The Lubri-Loy Co., 6319 Wilson Ave., St. Louis 10, Mo.

Product is used by pouring through the carburetor air intake or adding to gasoline tank. In addition to cleaning spark plugs, it cleans carburetor, smooths out engine and in general delivers a fast, economical tune-up, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

845—Battery Line

A 6- and 12-volt line of 8 battery types, said to fit 95% of all cars on the road, has been introduced by Gould-National Batteries, Inc., E-1200 First National Bank Bldg., St. Paul 1, Minn.

Batteries feature 5-second starting voltage and reportedly are the fastest-starting, longest-lasting the company has built. Factory freshness is guaranteed because "Silver Cobalt" "seals the charge in," it was claimed, allowing battery to take a full charge and hold it longer. Resistance to overcharge has been increased up to 300% (based on SAE minimums), lower antimony content protects against sulfation, deep-well construction allows for extra water capacity, heavy-duty plates for maximum dependability, while "Biplak" insulation adds double protection to plates, according to the manufacturer.

Want more info? Use coupon on page 99 and you will get it!

846—Starter Solenoids

All-metal, plasticized and completely waterproof starter solenoids, said to withstand great abuse, including shock and vibration, have been announced by Cole-Hersee Co., 20 Old Colony Ave., South Boston 27, Mass.

Stocks of such metal solenoids for 6- or 12-volt applications with grounded or insulated operating coils, universal flat or curved-type mounting brackets with 3 or 4 terminal studs, less waterproofing provisions, are also available. Plasticized and waterproof solenoids are available on request and at extra cost.

Want more info? Use coupon on page 99 and you will get it!

847—Tire, Leather Cleaners

"Las-stik" white tire cleaner and leather cleaner in 16-oz. aerosol containers have been announced by Las-stik Mfg. Co., Wayne & B. Sts., Hamilton, O.

A can of the tire cleaner reportedly will clean up to 60 tires, penetrating dirt, grease, grime, road stains, oil and curbed-in dirt. Leather cleaner is a compound of bland ingredients that cleans leather trim and upholstery as well as all types of imitation leather, vinyls and plastics, according to the company.

Want more info? Use coupon on page 99 and you will get it!

848—Battery Hold Downs

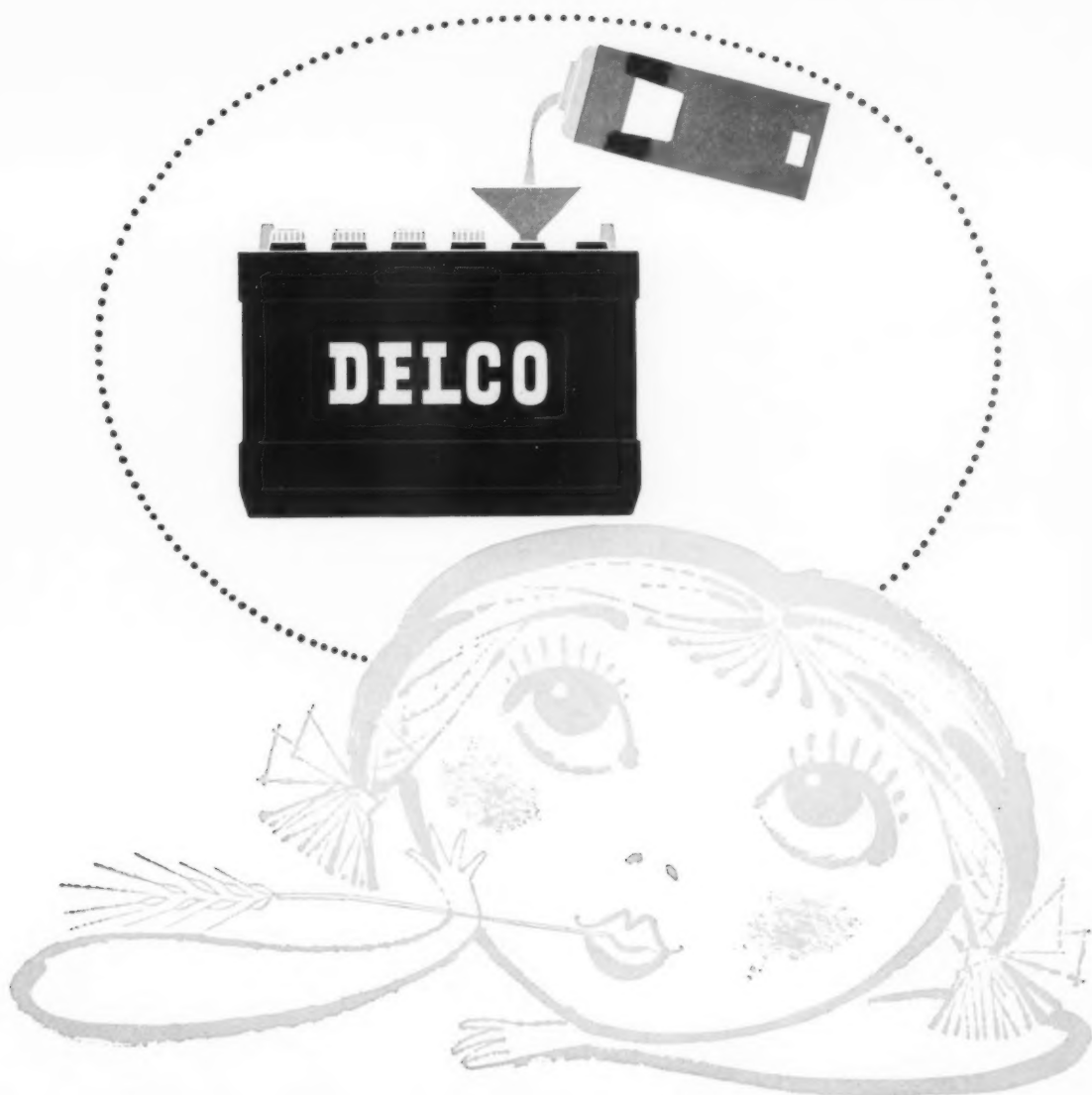
A battery hold-down assortment made of vinyl-coated steel in 7 sizes, which reportedly will service about 95% of today's cars and trucks, has been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

Want more info? Use coupon on page 99 and you will get it!

849—Battery Servicer

"Safe-T-Fill," 2-quart polyethylene battery servicer said to speed up service and eliminate over-filling and spilling, has been introduced by Three Star Corp., 3453 Cahuenga Blvd., Los Angeles, Calif.

Want more info? Use coupon on page 99 and you will get it!



FARMERS' DAUGHTERS

want Delco DC batteries. That's why they're easier to sell.

Three separate surveys were made by national magazines. All proved that Delco is America's No. 1 battery preference. It's easy to explain—Delco Dry Charge batteries stay factory-fresh, they're priced right, and backed by General Motors warranties that are good all over the United States and Canada. In addition—Delco is supported by the strongest advertising in the industry. On TV, "High Adventure with Lowell Thomas"—on radio, Lowell Thomas Newscast—plus full-page ads in Life, Look, Post, and Reader's Digest. You don't have to be a traveling salesman to sell the farmer's daughter (or anyone else for that matter) on Delco batteries. Just stock 'em—it's easier to *sell* Delco DC, because more people *know* Delco DC.

Quality built by Delco-Remy
distributed nationally through



General Motors leads the way—Starting with Delco Batteries



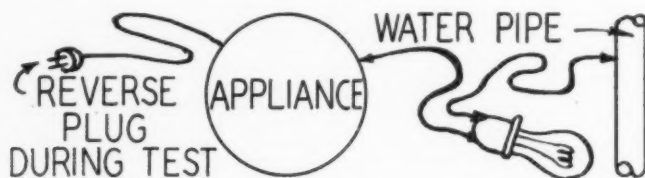
TIME SAVERS

Testing Shop Appliances For Possible Ground

SINCE one of our men was seriously injured by a grounded electric drill, we've adopted the practice of testing portable electric appliances periodically.

We use a 60-watt or smaller test bulb in a hard rubber (weather-proof) socket. With the appliance switch turned on, we ground one

lead of the socket to a water pipe and the other is touched to the metal frame of the electric machine. Test is repeated with the appliance plug reversed in the electric outlet. At no time should the bulb light. If it does, no matter how dimly, the appliance is grounded and should be earmarked for fast repair.—Harry J. Miller, 991 Forty-Second, Sarasota, Florida.

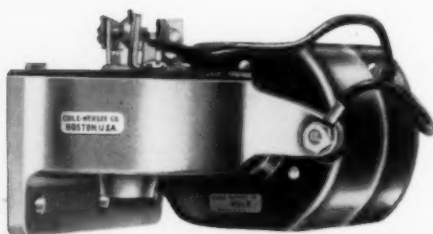


Testing Pushbutton Cable For Powerflite Shift

WHEN Powerflite pushbutton transmissions will not upshift at the normal speed and drop back into low range at a higher than normal speed, adjustment of the pushbutton cable is indicated.

Since the cable is all the way in in L position, moving out through D, N and R in that order, it is easy to check for adjustment.

Jack up the rear wheels and start the car. Release the brakes and push the L button, then very gently push the D button. Accelerate very slowly and observe speed at which upshift occurs. This should be at 20mph or below. If upshift speed is too high, loosen cable



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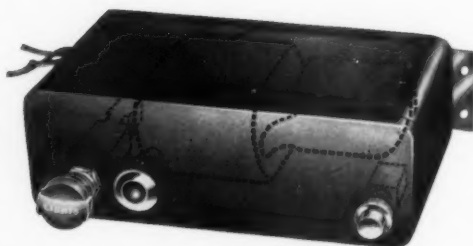
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- Units conform to SAE recommended standards.

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All units built for top performance. See your local C-H jobber or write Cole-Hersee direct for additional information.



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clamp at the transmission and move cable out slightly. If upshift speed is okay, push N button, then gently push the D button and again check upshift speed. If speed is too high, loosen cable and tap it in slightly.

When upshift speed is correct on both these tests, the cable adjustment is perfect.—*Lester Ruppel, Colyer-Ruppel Motor Co. (De Soto-Plymouth), 319 S. Hope & Hiway 61, Jackson, Missouri.*

To Correct Loss Of Brake Fluid

WE HAVE corrected several complaints of loss of brake fluid by replacing the master cylinder filler cap.

A good many cars did not have the baffle plate attached to the filler cap and this allowed fluid to be pumped out of the breather holes in the cap. We make sure new cap has a baffle on it.—*James D. Martin, Service Manager, Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.*

Curbing Speaker Trouble On Late Ford Radios

RADIO speaker troubles on late-model Fords frequently are caused by foreign objects falling through the flat speaker grille, causing distorted sound.

We remedy this condition by installing a piece of cloth (similar to that commonly used in radios and TV sets) between the speaker and speaker grille. The cloth prevents everything from bread crumbs to hairpins from falling on the speaker cone.—*James D. Martin, Service Manager, c/o Jack Hughes Motors, 100 E. San Antonio, San Marcos, Texas.*

To Prevent Seepage In Ford Governors

ARUBBER boot over overdrive motors on late-model Fords is intended to keep out water, but instead it collects and holds enough to seep inside the governor and damage it.

We prevent this by completely removing the rubber boot and coating the entire top surface of governor with weatherstrip cement. This makes a lasting repair.—*James D. Martin, Service Manager,*

c/o Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

Eliminating Squeaks In '58 Ford Doors

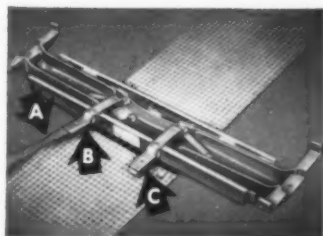
ON SOME 1958 Ford cars a loud annoying squeak develops in the area of the left front door, caused by an oval head windshield frame retainer screw hitting on the forward edge of the door.

This loud, intermittent squeak can be eliminated quickly by re-



TWIN POST LIFT

handles them all!



NEW WEAVER FRONT SADDLE SPOTTING DEVICE (shown above) makes it easy to correctly spot adapters under the proper lifting points. Operator simply inserts shift lever (A) into left (B) or right (C) socket to adjust corresponding adapter in or out.

ANY MODEL Weaver Twin Post Lift now in use can be modernized with this new Front Saddle Adapter Spotting Device.

This great all-purpose lift is rail-less, and provides unobstructed chassis accessibility—lifts cars at outer end of lower control arms for completely relaxed front suspension and proper ball joint lubrication and the safe way to handle Air Suspension cars—without deactivating Air Control Valves. It handles all new models—or older models—long, medium or short wheelbase. Current model Weaver Twin Post Lifts, with standard adapters easily handle jobs that can not be raised on other make lifts.

Because of its utility and anti-obsolescent qualities, the Weaver Twin Post should be the NUMBER ONE lift for you.

Weaver Passenger Car Size Twin Post Lifts are regularly furnished with standard 60" wheelbase adjustment. Other wheelbase adjustment ranges from a minimum of 36" to any desired maximum available.

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SERVICE SHOP EQUIPMENT

Complete line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies and Air Compressors.

We save time hunting intermit-

HERE'S an easy way to remove the generator from 1957-58 air-conditioned Buicks:

Wright said improvements in the 1959 models, such as an extended-life muffler, super enamel paint and a simplified automatic transmission with 105 fewer parts, are a result of the company's quality design program.

SOUTHERN AUTOMOTIVE JOURNAL for November 1958



Give your customers **FACTS...NOT FICTION!**

FIND IT!

The clue is in the way you trouble-shoot. Customers want a ring of authority when you diagnose motor trouble. Clevite helps you find it... and find it fast. The answer is on the new Wall Chart.

FIX IT!

When it's bearing wear, the solution is simple—Monmouth Engine Bearings. Their superior surface behavior, fatigue strength and corrosion resistance assure the finished, satisfactory jobs you and your customers need.

PROVE IT!

You can... and you have this new Monmouth Wall Chart to help justify your own good workmanship and judgment. It tells you the facts... everything you need to *know* and *apply*... cause of bearing failure, effect and remedy. It's accurate... authentic... convincing and conclusive... truly a great sales and confidence builder.

Get in NOW—by getting in touch with your nearest N.A.P.A. jobber and asking him about Monmouth quality bearings.

Monmouth

ENGINE BEARINGS

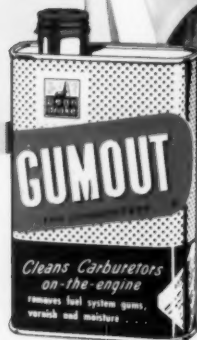
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Cleveland Graphite Bronze
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Cleveland 3, Ohio



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GUMOUTER Service Kit does the entire job in just 20 minutes.

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TIRE CHANGERS



#940 Captive Air Tire Mounter.

TRUCK TIRE CHANGERS



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TESTERS



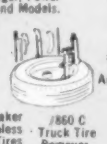
#880-58 100% Power, air & electric operated Tire Changer 12"—17½" Wheels.



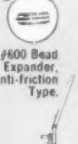
BEAD BREAKERS



#937 Bead Breaker Tubeless Truck Tires 17.5 thru 24.5



#860 C Truck Tire Remover.



#600 Bead Expander, Anti-friction Type.



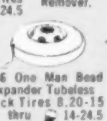
#855 T Tester for Tubes & Tubeless Tires.



#922 Truck, Tractor, Aircraft Bead Loosener & Tire Remover.



#936 One Man Bead Expander Tubeless Truck Tires 8.20-15 thru 14-24.5



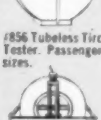
#918 SAF-SUR BEAD Breaker.



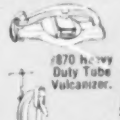
#125 Rubber Jug, One Piece, Non-Breakable.



#856 Tubeless Tire Tester, Passenger sizes.



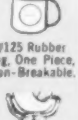
#870 Heavy Duty Tube Vulcanizer.



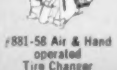
#939 Valve Seat Puller



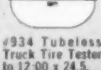
#942 Electric Tool & Tire Buffer.



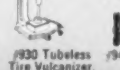
#425 Tire Spreader, Hydraulic.



#881-58 Air & Hand operated Tire Changer



#934 Tubeless Truck Tire Tester to 12.00 x 24.5.



#930 Tubeless Tire Vulcanizer.



#942 Electric Tool & Tire Buffer.



#425 Tire Spreader, Hydraulic.

Bishman 32 Years of Equipment Experience
MANUFACTURING CO.
ROUTE 2, OSSEO, MINN.

VELLUMOID

USE THE FINEST!

Specify Vellumoid for the finest in gaskets and gasket sets . . . job matched to your specific requirements. Vellumoid now offers Cylinder Head, Manifold, Exhaust Flange Gaskets and Overhaul Sets to assure trouble-free superior performance.

Ask your jobber about Coppermoid. . . He knows quality.

THE VELLUMOID COMPANY

Worcester, Massachusetts

News Briefs

(Continued from page 15)

Dealers are leaving the business like rats leaving a sinking ship."

Sims asserted the average selling cost per car for 1958 was \$558 and ascribed five reasons for low profit: Removal of territorial security, accounting systems that confuse dealers, de-emphasis of profit and over-emphasis of volume, too many false theories of how to make money, and the car-leasing phase of the business.

Scott called on Mead Norton past association president and Oklahoma's NADA director, to introduce the next speaker, Vince Baker.

Vince Baker, sales manager for a Pontiac dealership in Pueblo, Colo., said he had produced a sales film for Ford. With high vigor, he attacked his subject, "High Profit Through Sales Training."

A luncheon for dealers and wives was addressed by Dean Chaffin, NADA president, with the subject, "What Are the Prospects for '59?" He said dealers generally are happy about the new price labeling law and declared: "It will do much to eliminate false and gimmick advertising."

In their executive meeting, directors elected the officers (pictured on page 15) and also a vice-president and co-vice-president, who are listed here in the order named for the following five state zones: Northeast, R. W. White, Tulsa, and Paul Rowsey, Muskogee; Northwest, Harvey Cobb, Ponca City and Joe Edwards, Alva; Central, W. G. Horton, Oklahoma City, and Otto Resler, Purcell; Southeast, Riley Smith, Poteau, and L. J. Gregg, Durant; Southwest, Jim Gunter, Duncan, and Dan Rudder, Elk City.

The following new directors were also elected: Bob Barnes, Stillwater; Gene Smith, Cushing; W. N. Barry, Okemah; Charles Redfern, Claremore; Orval Spann, Ada; Bill Cowan, Anadarko, and Harold Skinner, Altus.

South Carolinians to Cruise

The 20th annual convention of the South Carolina Automobile Dealers Association will be observed by a cruise from Charleston, embarking May 17, to Nassau, Mrs. Ella W. Ford, executive vice-president, announced. R. F. Pulliam, Ford dealer of Columbia, is president.

(NOW PELLETIZED)

Only BAR'S LEAKS

MOST WIDELY USED COOLING SYSTEM PROTECTIVE IN THE WORLD

is FINE enough to
Flow through the
newly designed
Cooling System
and Car Heater
tubes ($23/1000$
to $70/1000$ inch)
in modern
cars.

*BAR'S LEAKS designed
with aluminum in mind

U. S. Patent 2580719
Canadian Patent 501547,
Other Patents applied for



ON ANTI-FREEZE CHANGEOVER

● For top engine performance, use BAR'S LEAKS or its affiliate, BAR'S RUST (same Pat. No.). Flush out and pour in bottle of BAR'S. If leaving anti-freeze in from year to year, use BAR'S RUST to rejuvenate the coolant and protect system from corrosive acids. For late cars — '56-'57 on — use BAR'S RUST

WARNING!

SERVICE STATIONS — DEALERS

Only BAR'S LEAKS meets the cooling system specifications of every automobile manufacturer as to fineness of ingredients and required protection.

Be on the alert! Many other sealer inhibitors contain coarse, bulky material. They clog the tiny new-car tubes of radiators and car heaters ($23/1000$ to $70/1000$ inch). Fail to circulate. Fail to protect. As a result, aluminum components become pitted, harmful rust and scale develop, and seepage endangers vital metal parts. Remember, if you ruin a car, you're responsible.

Improved BAR'S LEAKS, now pelletized, dissolves to particles $15/1000$ inch and smaller. BAR'S LEAKS circulates freely through the smallest heater and radiator cores. Only BAR'S LEAKS provides the required protection — inhibits rust and scale — seals all leaks in gaskets and porous metal. BAR'S is a MUST! Write for literature. Tells how you can qualify as a certified cooling system expert.

Cash in on BAR'S for a lucrative repeat business.

Available through automotive jobbers, service stations, auto goods stores.

Bar's Leaks
\$1.00
Bar's Rust
\$1.25

LIST PRICE

BAR'S PRODUCTS SUPPLY, INC.
(Office and Plant) P. O. BOX 146 • HOLLY, MICHIGAN



The first meeting of the board of governors of the Institute of Brake Bonding Rebuilders, a division of Automotive Parts Rebuilders Association, met recently in Chicago and announced that the first nationwide clinic to be sponsored by the institute will be held Feb. 13-14 at the Graemere Hotel in Chicago. Board members shown here who attended the meeting are (l. to r.): seated, Raymond Broach, Rayloc, Atlanta, Ga., co-chairman; Paul Cottrill, Cottrill & Wideman, St. Louis, Mo.; K. E. Goss, Clutch Exchange, Inc., Denver, Colo., chairman; standing, L. S. Sullivan, The Russell Mfg. Co., Middletown, Conn.; Harry Whitley, Micro Products, Dallas, Texas, and S. Arthur Smith, Silver Line Brake Lining Corp., Los Angeles. Not shown was C. J. Cahill, Cahill Mfg. Co., Chicago.

APRA Chooses New Orleans

Automotive Parts Rebuilders Association will hold its 12th annual convention and trade show at the Roosevelt Hotel in New Orleans Oct. 28-30, Executive Director Na-

than M. Roberts announced. Sessions will be devoted entirely to management subjects of this expanding industry. Approximately 800 attended the 1958 convention at Chicago.



President Chaffin

NADA President Calls For Excise End

A PLEA to all franchised new-car dealers for renewal of a grass-roots campaign to eliminate the ten per cent excise tax has been made by Dean Chaffin, Bozeman, Mont., president of the National Automobile Dealers Association.

He also appealed to the American motoring public to render whole-hearted support to the move as the "quickest and most direct method of reducing the cost of a new car."

Excise taxes on new automobiles, trucks, buses, motorcycles, parts and accessories have amounted to more than \$12 billion during the past 25 years, he said, adding that "actually, the automobile owner has been forced to pay tribute for the privilege of owning transportation since 1917 when a tax of three per cent was initially proposed.

"This penalty was increased to five per cent in 1919, reduced to three per cent in 1926 and repealed entirely in 1928. However, it was reinstated after a four-year respite at three per cent. Since that time the penalty has been increased until an automobile owner now pays ten per cent federal luxury tax for a human necessity preceded only by food, clothing and shelter."

Chaffin said that the original intent of the levy—to discourage consumer buying of cars during war time—no longer applies.

Both manufacturers and dealers, he said, have guaranteed the tax savings would be passed on to the purchaser. In the case of the average consumer, this would mean a saving of approximately \$290 per car, he asserted.

Government officials have admitted the tax's unfairness, Chaffin said, but have refused to recommend its removal.

Speedaire



MODEL No. 12765
Twin cylinder compressor. 5.10 CFM displacement at 50 PSL. A.S.M.E. tank. 1 HP. List \$378.00

1/3 to 10-HP. Heavy-Duty Compressors. A.S.M.E. Tanks. Quality Features.

You can sell Speedaire Compressors with confidence and meet or beat most price competition.

Speedaire gives you units for a wide range of service station and garage applications. 1/3 to 10-HP compressor heads are precision built of stamina materials. Tanks with A.S.M.E. plate or standard type. Complete with quality components—with single or 3-Phase motors, or without motors.

Large stocks maintained in coast-to-coast warehouses for immediate shipment. Ask for Bulletin 405, it has complete data.

W.W. GRAINGER, INC.
NATIONAL DISTRIBUTOR

DAYTON ELECTRIC MFG. CO.

SALES OFFICE: 108 S. OAKLEY BLVD., CHICAGO 12



MODEL No. 12724
5-HP, two stage compressor. 20 CFM displacement at 200 PSL. A.S.M.E. tank. 5 HP. 3-phase motor. List \$890.00



New Swing-Out Swivel Seats invite prospects to discover the newness and greatness of the '59 Dodge, the first all-pushbutton car!

The Newest of Everything Great!



The Greatest of Everything New! Dodge for '59 has everything it takes to put that "I'll take it!" look in a prospect's eye. New Swivel Seats invite him in. New HC-HE engines deliver more thrust, use less gas.

New Level-Flite Torsion-Aire smoothes out the road, levels the load. Outside mirrors adjust from the inside. Inside mirrors adjust themselves electronically. Loaded with sell — that's Dodge for '59!

New '59 DODGE



So much that's new! So much that's great! So much that's Dodge!

Dealers of Virginia Reelect Chapman

J. R. CHAPMAN of Richmond was reelected president of the Automotive Trade Association of Virginia at a special board meeting recently at Virginia Beach ahead of the annual convention.

First vice-president is H. Carter Myers, Jr., of Petersburg. Irving B. Kline, Norfolk, is second vice-president, and Burton Kephart, Arlington, is third vice-president. Charles H. Beck, Fredericksburg, was named secretary-treasurer.

Directors are: first district—C. K. Hutchens, Jr., and P. Warren Spratley; second district—C. B. Gifford and C. B. Mason; third district—Glenn C. Knox and Chapman; fourth district—Everett E. Cook and H. C. Myers, Jr.; fifth district—J. E. Richardson and Hubert S. White; sixth district—A. P. Bohannon, Jr., and Joe L. Hill; seventh district—W. H. Hensley and R. E. Smith; eighth district—Charles H. Beck and D. D. MacGregor; ninth district—W. H. Witt, Sr., and J. F. Killinger, and tenth district—Kephart and Erle R. Kirby.

Paul R. Lauritzen of Richmond

is the state's National Automobile Dealers Association director, while directors-at-large are John P. Hughes, W. T. Robey, Jr., and A. H. Shackelford.

Gas Climbs 12%, Taxes 300%, Says Oil Official

GASOLINE prices have increased not quite 12% since 1925, while taxes on a gallon of gasoline have spiraled more than 300%, according to Richard E. Keresey, general counsel of Esso Standard Oil Co.

Speaking to an Oil Progress Week luncheon of Wilkes-Barre (Pa.) Rotarians recently, Keresey said one study shows that four out of five people believe the prices charged by gasoline dealers have gone up as much or more than other commodity prices.

It is the higher taxes that have done most to raise the cost of gasoline, he said, and also to create the widespread misconception. He cited other commodities whose prices have increased 60 or even 70% since 1925.

Indicating that few people have any idea how much profit per gallon oil companies make on their

products, Keresey used his company as an example. It nets less than a half cent a gallon, he said.

According to the studies, Keresey said, almost a third of the public seems to think that oil companies' profits are exorbitant. He gave figures to show that oil's rate of return on investment is lower than cars, aircraft and several other major industries.

Because competition was so intense, he said, Esso Standard made 5,000 price changes—mostly downward—in the price of gasoline alone during 1957.

State Garagemen Name National Directors

STANLEY Hesson of Stanley's Auto Service, Oklahoma City, has been elected to replace Charles Cruce of Tulsa as Oklahoma representative on the national board of directors of the Independent Garage Owners of America.

H. D. Rentz of Rentz Auto Repair, Charleston Heights, S. C., will represent his state on the IGOA board, while Art Fox, Fox Garage, Cedar Rapids, has been named by the new Iowa association as its representative.



BEAR WHEEL BALANCING WEIGHTS

carry the MOST WEIGHT with your customers!

There's BIG
EXTRA PROFIT
in Bear Weights

... because extensive national advertising has made "Bear" the trademark motorists see most, want most in wheel balancing and alignment service. It's sound business to display Bear Weights. And, you'll have the exact type weight to snugly fit every vehicle. Call your Bear Jobber or write: BEAR MFG. CO., Dept. S-1, ROCK ISLAND, ILLINOIS.

BEAR the most famous name in
SAFETY SERVICE

Advertised in the
POST

SAVE MONEY! Repair your sick hydraulic jacks with JACK-PACK kits and jack oil. Complete easy-to-follow instructions. JACK-PACKS for each make and model jack. Pick-up JACK-PACKS at your jobbers today! Write for new illustrated folder.

JACK-PACK MFG. CO.
2115 NO. MARIANNA AVE.
LOS ANGELES 32, CALIF.



George P. Montagnet (top) has been named district sales manager for Mercury, Edsel, Lincoln and Continental cars in the Jacksonville, Fla., district, succeeding Howard J. Hupfer, who transferred to Buffalo, N. Y. A native of New Orleans, Montagnet has been with Ford sales operations for more than 30 years. He joined the Edsel organization in 1956 as regional sales manager at New Orleans and early this year transferred to Atlanta, Ga., when the M-E-L Division organization was set up there. William A. Toms (bottom photo) has returned to Atlanta from his duties in Texas with the company to become M-E-L district sales manager at Atlanta.

Commercial Announces Dealer Leasing Plan

DEVELOPMENT of an automobile and truck leasing plan by Commercial Leasing Corp., an affiliate of Commercial Credit Co., aimed at giving automobile dealers the opportunity to enter the leasing business in connection with normal operations, has been announced by E. L. Grimes, board chairman of Commercial Credit.

Designed to overcome the dealers' two basic problems in fleet leasing—those of forming a separate corporation or of paying leasing experts a franchise fee plus fees per car leased per month—the Commercial plan calls for no charge whatever to the dealer. Adequate funds will be available

to eligible dealers to handle any amount of leasing business, according to the company.

Further, the dealer can take advantage of merchandising benefits and can control his lessee customers while not committing himself to the overhead and management problems involved in setting up a separate leasing company of his own.

The plan reportedly will enable the fleet operator to enjoy the advantages of having no money tied up in cars or trucks, no expendi-

tures for maintenance, all necessary insurance provided, freedom of choice of make and type of car or truck, fleet units kept up-to-date and no hidden charges.

Rambler Sets Record

Rambler production for the recently completed fiscal year totaled a record 154,372 units, according to American Motors Corp. Output in the preceding 12 months, formerly the record year, totaled 86,468 units.

Even in the wettest weather...

**The safest cars ride on
Johns-Manville Brake Lining!**

How'd you like to avoid customer complaints about erratic brakes in wet weather . . . brakes that either "grab" or lose their stopping power completely? Or the kind of brakes that "lock-up" in humid weather? You can be a hero . . . save yourself headaches . . . by combining your expert workmanship with the top quality of J-M Custom Four-Star® Linings!

The secret of the superior performance of J-M linings is this: They're

made of a *wet* mix of metallic-impregnated asbestos fibres densely compounded to resist moisture. And they're patiently cured by the combination of both hydraulic pressure and oven baking at controlled temperatures. Result: a brake lining that maintains its frictional stability under *any* driving conditions. Now's the time to order! For the name of your J-M distributor write Johns-Manville, Box 14, New York 16, N. Y.

Backed by the name known to millions of car owners!

JOHNS-MANVILLE



NEW! EXTRA-HEAVY CONSTRUCTION

Axle Stands

by **KEN-TOOL**

Sure-Grip Saddle

Self-Locking

Tripod Base

65% Overload Design

Non-Tilt

3-TON T-124
passenger cars

5-TON T-127
passenger, light trucks

7-TON T-125
medium trucks, farm equipment

10-TON T-128
Heavy-duty trucks, buses

15-TON T-129
Extra-heavy-duty tractor trailers, vans, heavy contractor equipment

A size for every job... rugged, low-cost... more safety features. Wide tripod base eliminates rocking, even on rough or sloping floors... prevents tipping. Positive-locking, self-engaging lug.

WILL NOT RELEASE UNDER LOAD!

Built like a surveyor's tripod to eliminate rocking. Quick delivery from your local jobber.

KEN-TOOL MFG. CO.
AKRON 5, OHIO



John H. Lander, president of Lander Motors, Inc., Atlanta Dodge-Plymouth dealer, is shown signing the first Simca franchise in the Southern states with Chrysler Motors Corp. since the recent announcement of the Chrysler-Simca marketing agreement. Looking on are A. W. Rowbottom (left), Southern area Simca sales manager, and Frank J. Suslavich, Southern area director for Chrysler. Lander is treasurer of the National Automotive Dealers Association.

Florida Dealers Name 15 New Directors

New directors—15 in number—chosen for two-year terms by the Florida Automobile Dealers Association are:

First district—James L. Ferman, Ferman Chevrolet Co., and Don Schulstad, Schulstad Rambler, Inc., both of Tampa; second district—Walter A. McRae, Sr., Duval Motor Co., and B. N. Nimnicht, Riverside Chevrolet, both of Jacksonville; third district—R. L. Lloyd, Lloyd Motor Co., Panama City, and Adrien A. Rivard, Rivard Chevrolet Co., Defuniak Springs; fourth district—Ray Fogarty, Don Allen Chevrolet, Inc., and Charles B. Tutan, Tutan Motors, Inc., both of Miami.

Fifth district—Roger W. Holler, Holler Chevrolet Co., Orlando, and Wilson P. Turnipseed, Turnipseed Motor Co., Inc., Ocala; sixth district—Joe Blank, Blank & Smith, Inc., West Palm Beach, and M. R. Young, Young Chrysler-Plymouth, Inc., Fort Lauderdale; seventh district—Joe E. Davis, Davis Pontiac, Inc., Bartow, and Ben H. Hopkins, Jr., Ben Hopkins Motors, Sarasota; eighth district—J. T. Brasington, B & G Motor Co., Inc., Gainesville, and A. J. Rountree, Rountree Motor Co., Lake City.

Ford Loses \$16.2 Million in Nine Months in '58

FORD Motor Co. lost \$16.2 million in the first nine months of this year, compared with net earnings of \$229.5 million in the same period last year.

The loss was due primarily to a substantial drop in sales of cars and trucks to 934,054, compared with 1,742,208 units in the first nine months of 1957. Consolidated sales were 39%, dollarwise, below the same 1957 period.

END BALL JOINT LOOSENESS AND SHIMMY



- STOPS WOBBLY STEERING
- LENGTHENS TIRE LIFE
- ENDS MIS-ALIGNMENT
- INSTALLS IN MINUTES

Here's the self-adjusting, easily installed ball joint kit that holds accurate front end alignment by removing looseness from the ball joint, yet lets ball joint work freely, absorb road shock thru special rubber bushing. Keeps dirt and moisture out—seals grease in.



Builds real customer satisfaction—makes you more profits! CMC kits are guaranteed against manufacturer's defects; are individually boxed with complete instructions enclosed.

ASK YOUR JOBBER FOR

Carlson
The Original, Patented*
IDLER ARM and BALL JOINT KITS

Jobber and Dealer Inquiries Invited, write **CARLSON MFG. CO.**
1332 Speer Blvd., Denver 4, Colo.
*Pat. and Pat. Pend.

Dodge Dealers Sell Out On First '59 Models

PUBLIC demand—"more than doubled last year's"—depleted initial stocks of 1959 Dodge passenger cars to such an extent that many dealers asked customers to take delivery later so cars could remain on display, according to Dodge General Manager M. C. Patterson.

Many dealerships sold out their entire stock within 72 hours after their doors were opened, Patterson said, adding that a significant factor lay in the type of people who came in. Not only were there more "lookers," he said, but more actual buyers.

The new front swivel seats were credited with being a special drawing feature. According to Patterson, they "attracted wide interest not only from women—which we expected—but from men as well. Numerous dealers have changed their orders to include swivel seats on all cars."

Kansas City and St. Louis dealers were among those who took orders but held up deliveries so that they could show the cars to other prospects.

In Charlotte, N. C., dealers delivered 31 cars on the first day the '59's were introduced and took orders for 79 more. Atlanta, Ga., reported 50 cars turned over to customers and 125 ordered.

Bill Terry "Joins" NADA—Not the N. Y. Giants

DIRECTORS of National Automobile Dealers Association are being joined by one of baseball's greats, Wm. H. Terry, Sr., Buick dealer of Jacksonville, Fla.

The former ace of the New York Giants, who for nearly a decade has been a franchised dealer, has been elected NADA director by members of the Florida Automobile Dealers Association.

How to Tell Acrylic From Usual Paint

How to distinguish acrylic finish—appearing increasingly on the market today because of some new-car factories' support—from usual lacquer was covered in this fashion last month in the bulletin of the Independent Garage Owners of Metropolitan Denver:

"A good way to tell whether paint is standard or acrylic lacquer is to make a test by rubbing the surface of an inconspicuous

place with a cloth soaked in chloroethylene solvent. If the paint dissolves readily and rubs off on the cloth, it is acrylic. If it does not dissolve readily and rub off, it is standard lacquer."

Dunmore of Texas Picked For IGOA Council

C. A. DUNMORE, executive vice-president of Mustang Engines, Garland, Texas, has been named to the advisory council of the Independent Garage Owners of Amer-

ica, which headquarters at Tulsa.

Other members of the council are J. B. Bushyhead, vice-president of Moog Industries, Inc., St. Louis, Mo.; J. A. Wheatley, Jr., sales manager of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa.; T. L. Camp, vice-president and general manager of Federal-Mogul Service, Detroit, Mich.; Clifford Storey, sales promotion manager of Perfect Circle Corp., Hagerstown, Ind., and J. L. Wiggins, executive vice-president of National Standard Parts.

nothing
CLEANS CLEANER
FASTER
 than
NEW and MIGHTY
Degreas-Master

Deodorizes and Disinfects, too! Cleans
TWICE AS FAST . . . TWICE AS CLEAN.
Contains Detergent for Fast, Fast Penetration!



Just BRUSH or SPRAY ON . . .



LET SOAK IN . . . RINSE OFF WITH CLEAN WATER!



Keep 'em operating by keeping 'em clean! Keep 'em good-looking by keeping 'em clean! Degrease 'em with DEGREAS-MASTER!



DEGREAS-MASTER LEAVES ALL SURFACES—WOOD, CONCRETE, METAL, PAINT—SPARKLING CLEAN IN MINUTES!

Rust Master Chemical Corporation
 Manufacturers of Automotive Chemicals
 56 CREIGHTON ST., CAMBRIDGE 40, MASS.



DEGREASE-MASTER DEGREASES EVERYTHING

- All Automotive, Marine, Aviation, Industrial Equipment.
- Shampoos All Engines
- Launders All Machinery
- Washes All Chassis and Bodies
- Scours All Floors, Washrooms, Driveways, Lifts

Jobber News

(Continued from page 47)

launched in Amarillo in February 1957. In February a year later a second instructor was added and a third will take the field in January 1959. In the two years of the program's operation, certificates have been granted to 763 mechanics and 160 countermen.

Ward's report said the committee was not attempting to be humorous in suggesting that everyone within the industry refrain from using the term "automotive mechanic." The report added that "automotive technician" is more correct because of complexities in modern motor vehicles. Furthermore, the term will help glamorize the calling and make it more attractive to young men.

Results of the association's audit, reported by Poncho Oatman, treasurer, Austin, showed a healthy financial condition and that G. C. Morris, executive director, held expenses \$4,000 under



Appointment of Gene P. Robers as vice-president of aftermarket sales for the Carter Carburetor Division of ACF Industries, Inc., has been announced by President Charles E. Heitman. Robers, who is president of the Automotive Electric Association, was most recently general sales manager of the distributor division of The Weatherhead Co.

his allowed budget this year.

Business sessions and the companion booth conference, which has become an annual feature, were held under one roof in the new Moody Civic Center. There were three business sessions and

two periods of booth conference for which 93 standard-sized booths were occupied by 92 factories and/or their representatives.

An outstanding feature of the silver anniversary banquet was the surprise presentation of individually engraved plaques for all past presidents. Each wood plaque base, shaped something like an arrowhead, contained a plate engraved with the name and year served by each president, the insignia and initials of AWOT.

Twelve past presidents on hand to personally receive plaques and years of elections were: A. A. Swank, Houston, 1936; D. L. Naylor, Wichita Falls, 1941; Albert L. May, Dallas, 1942; Noble Davis, Henderson, 1943 and '44; L. W. Barnett, Forth Worth, 1947; Jay T. Davis, Corpus Christi, 1950; J. B. Wilson, Houston, 1951 and '53; H. C. Westbrook, Texarkana, 1953; James L. Quicksall, Lubbock, 1954; Kindel Paulk, Wichita Falls, 1955; J. M. Vesmirovsky, Houston, 1956, and T. C. Watkins, Midland, 1957.

Other past presidents are: John P. Muller, Forth Worth, 1932, '33 and '34; Harry C. Greer, Dallas,

National

WHEEL COVERS

See Your Jobber—Write for Catalog

The Complete Line from the **NAMSCO** World of Experience and Modern, Automatic Manufacturing Methods

Over 100 models in sizes for 13", 14", 15" and 16" wheels...triple chrome plated...interchangeable with original equipment...exclusive attachment springs.

NAMSCO, Inc.

WILLWOOD
ILLINOIS
(Chicago Suburb)

NAMSCO also manufactures HUB CAPS for POPULAR CARS and for INDUSTRIAL USE

RADIATOR REPAIRMEN!

For easier, faster, more efficient service use —

LAKE

RADIATOR SHOP
TOOLS & SUPPLIES

Write for free Supply Catalog

AND for your PROTECTION
recommend GUARANTEED —

Genuine

LAKE

CELLULAR-TUBULAR
RADIATOR CORES

Write for free Core Catalog

LAKE AUTO RADIATOR

5200 W. 130th St., Cleveland 30, Ohio
Branch—2115 E. 25th St., Los Angeles 58, Calif.

It's a Winner!

CHAMP-ITEMS No. 205 AUTOMATIC CHOKE CONTROL HEAT UNIT

fits 1955-1958 FORD • MERCURY
LINCOLN • THUNDERBIRD

REPAIR KIT FOR AUTOMATIC CHOKES. ELIMINATES COSTLY REPLACEMENT OF BURNED OUT HEAT TUBES. Simply drill a half-inch hole in manifold. No. 205 is SELF TAPPING. List price \$3.50 each.

(Write for 1959 Catalog)

ORDER FROM YOUR JOBBER

CHAMP-ITEMS, INC.

6191 Maple Ave. St. Louis 14, Mo.



Eighty-five persons attended this Ramco piston ring clinic held by Norton-Russ Automotive Co., Burlington, N. C., recently at which factory representatives helped company salesmen answer questions and make suggestions. Numeral 1 identifies S. B. Norton, partner and

manager of the firm and president of the North Carolina Automotive Wholesalers Association. At his right is Archie G. Atkins of Petersburg, Va., Ramco division manager. More customers attended the clinic, Norton said, than were sent letters concerning this clinic.

1935; C. E. Owen, Tyler, 1937; Harry Archenhold, Fort Worth, 1938; Albert S. Taylor, Dallas, 1939; J. M. Egan, Dallas, 1941; T. G. Whitener, Tyler, 1945 and '46; Hubert B. Braden, Dallas, 1948; T. C. Garrett, Dallas, 1949 and Alden Davis, Austin, 1952.

Program speakers and their subjects were: Max K. Doehler, Jr., "Hidden Profit Leaks;" Horace Busby, "The Next 25 Years;"

F. J. Konecny, "The Big M in Automotive Service Products;" James W. Cassidy, "Congressional Legislation Can Solve Major Problems of Automotive Wholesalers;" Al Robertson, "The Price Is Not Important;" G. Kenneth Milliken, "Why Get Abreast of the Times?;" H. C. "Skip" Stivers, "The Practice of Premium Merchandising;" Harold T. Halfpenny, "New Distribution Policies That

Affect the Automotive Wholesaler."

Registration was announced as approximately 500. The 1959 convention is scheduled for Dallas.

Aside from the principal officers shown in the accompanying photographs, new directors elected for two years are: Bonny E. Roark, Atlanta; Carl Garner, Lufkin; A. O. Miller, Beaumont; R. R. Hertenberger, Navasota; Ralph

The New K. O. Lee Valve Guide Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

The Lee Reamer Guide provides a true alignment with original guide bore using Lee Self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Special sets available to service Ford, Mercury, Lincoln, Chevrolet, Plymouth, Dodge, DeSoto, Chrysler.

R55 Reseater Power Drive adapts to these valve guide reaming sets.

Clip ad to your letterhead and send for Literature.

K. O. Lee Company, Aberdeen, S. D.

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ALL YEAR . . .**



DOWN TO 65° BELOW ZERO

Starting a cold engine without SPRAY STARTING FLUID is costly. Constant wear of the starting system . . . wasted man hours . . . equipment down-time . . . repeated engine strain, can be prevented with a pressurized can of SPRAY STARTING FLUID. It's so easy to use! Apply SPRAY STARTING FLUID into the air cleaner or intake air stream while cranking the engine. Continue spraying until the engine runs smoothly. Use SPRAY STARTING FLUID regularly for quick, easy and economical starting of diesel and gasoline engines. Start every work day with SPRAY!

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Clark, Grand Prairie; C. P. Horn, McKinney; Marlin Jentsch, Hearn; P. G. Pfardrescher, El Campo; Clyde White, Gonzales; Jerry Muggli, Corpus Christi; Harold R. Yearly, Laredo; Jack Landers, San Angelo; O. D. Reed, Lubbock; Basil E. Ryan, El Paso, and H. R. Thompson, Pampa.

Nashville, Tenn., Firm Grows

J. B. Cook Auto Machine Co. of Nashville, Tenn., has opened a branch store in East Nashville, Manager J. D. Caruthers announced.

Miro-Flex Names Dallas Firm

Glenn C. Adams Co., 1905 Canton St., Dallas, Texas, has been appointed representative in Oklahoma, Texas and Arkansas for The Miro-Flex Co., Wichita, Kan., manufacturer of automotive safety equipment.

Herman O. Rosenstein Dies

Herman O. Rosenstein, 68, vice-president and secretary for 35 years of Standard Motor Products, Inc., Long Island City, N. Y., died



These leaders have been named to head up Automotive Booster Club B-6, Atlanta, for the new year (l. to r.): Thomas C. Brown, retiring president; Glenn O. Moore, president; Obie W. Powell, first vice-president; Grant Roy, second vice-president; George F. Gissing, secretary; John Fred Agel, treasurer, and Al Berger, who is executive secretary.

at his home in Brooklyn recently following a long illness. Rosenstein was a charter member of the Automotive Advertisers Council.

Timken Appoints Splitstone

J. R. Splitstone has been elevated to assistant general manager, automotive division, of Timken Roller Bearing Co., Canton, O., General Manager R. G. Wingerter announced. Most recently Detroit

district manager, Splitstone has been with the company for 21 years.

Gimmel Dies in Louisville

Robert N. Gimmel, 69, who was president of Atlas Auto Parts & Grinding Co., Louisville, Ky., died at his home last month. Gimmel founded the company in 1925. It moved to its present location during 1947.

THE ORIGINAL NU-MA-CO RUBBER BRAKE ADJUSTING HOLE COVERS



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by substitutes!

These are BIG PROFIT items, a CINCH to sell
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AAR Praises Saunders For Kentucky Work

J. PAUL Saunders of Bowling Green, Ky., was officially praised recently by his fellow members of the Southeast Group of Automotive Affiliated Representatives for his spadework in helping to form the Kentucky Automotive Wholesalers Association in late August.

C. Y. "Doc" Strausz, the Southeastern AAR director, announced that minutes of the group's last meeting expressed this commendation. Saunders spent considerable time working with the organizational committee which canvassed the state prior to the association's creation with 42 members.

Schrader Appoints Drew

New general manager of The Schrader Division of Scovill Mfg. Co., Inc., is Garvin A. Drew, formerly general sales manager and a vice-president of the company since 1954. Seldon T. Williams, general manager since 1950, has been elected president and general manager of Scovill to succeed William M. Goss, who retired.

Mechanex Appoints Two

Mills-Morris Co. of Jackson, Miss., and Trucking Equipment Co., Macon, Ga., have been appointed Southern area distributors by Mechanex Corp., Denver, Colo. J. E. McCuller is general manager of the Mississippi firm, and W. W. Jones, the Macon, Ga., operation.

Jerry Miller of Car Parts Depot, El Paso, Texas, has been promoted from counter salesman to outside salesman, according to Sales Manager Jim Odell.

Cape Girardeau Firm Holds Open House

B & H AUTO Supply, Inc., Cape Girardeau, Mo., held open house Oct. 24-25 at which 30 automotive displays and demonstrations were featured, plus many new products.

Other attractions included the company's machine shop in actual operation, as well as a look at the entire warehouse and offices. Snacks and refreshments were served all the time and a fish fry was held each evening. Free gifts and balloons for the children were available for all comers.

Milwaukee Tool Picks Two

Milwaukee Electric Tool has appointed Mel Newman of Houston, Texas, and Roy Evans of Atlanta, Ga., district representatives. Newman will service Louisiana and Southern Texas, a territory formerly covered by Dave Granger, who resigned because of ill health. Evans' territory covers Alabama, Georgia and Florida.

Tennesseans Select Chattanooga

The annual convention of the Automotive Wholesalers Association of Tennessee will be held May 17-19 at the Castle in the Clouds Hotel at Lookout Mountain, near Chattanooga, President J. Matthew "Hot Shot" Nelson of Kingsport announced.

Hollingshead Chooses Hirsig

Hollingshead Corp. has appointed Hirsig-Brantley Co., manufacturers' representatives of Jacksonville, Fla., to sell Whiz chemicals in the ten Southern states covered by the firm.

Archenhold Moves In Wichita Falls

A RCHENHOLD Automobile Supply has moved from its 11th and Indiana Streets location in Wichita Falls, Texas, to new and larger quarters at 113 Henrietta.

Manager John Howle said the new building will provide 12,500 square feet of space, compared with about 10,500 at the former location. Better parking facilities are also provided at the new location.

Thompson Products Names Riley Automotive Head

E DWARD P. Riley, vice-president of Thompson Products, Inc., and formerly head of its Tapco group of divisions, has been named to supervise all of the company's automotive original equipment and replacement parts divisions.

He began his service with Thompson in automotive work 25 years ago and in recent years has supervised both automotive and aircraft operations.

Auto-Test Appoints Two

John Earl and J. Boe Murphy have been appointed representatives in a territory including Missouri and Kansas by Auto-Test, Inc., Chicago. The two will headquarter in Kansas City.

"We have recently installed the large Magnaflex machine and the 520 Lempco crankshaft grinder in our shop," announced Lyman O. Weaver of Motor Parts & Supply Co., Mobile, Ala. "These plus the metallizing operation installed last year give us the most modern shop equipment in the Deep South, and we are keeping them busy."

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Price Cutting by Oil Companies On Plugs, Anti-Freeze Assailed

Price cutting by oil companies, particularly on anti-freeze and spark plugs, drew fire from Southern and Southwestern wholesalers last month.

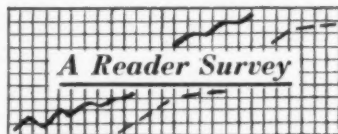
Among answers to a survey mailed to 350 asking the status of their sales volume this year were notations like:

A South Carolinian—"Same old story of price cutting on spark plugs. As long as the factories continue to sell all the oil companies, we don't expect it to get any better."

A North Carolinian—"Loss of anti-freeze business to wholesale grocers, oil distributors and others has held down our increase and will be felt stronger for the rest of this year."

A Tennessean—"Oil companies' cutting prices on anti-freeze are our biggest headache."

Other reports from over the 19 states in which SOUTHERN AUTOMOTIVE JOURNAL circulates included similar complaints.



"Price cutting"—with no amplification—was listed by some respondents.

From Texas' Gulf Coast came this report:

"Our biggest gripe is manufacturers have cut our discount down until it makes us have a 5% less profit."

Steady increases in sales volume—but not so well in net profit—were told in the replies. Eighty per cent said their sales were higher than for the same January-September period of last year. Seven per cent listed the same volume and 13% experienced a downturn. One facet of price cutting was mentioned by a Missourian:

"Price cutting is our biggest problem today. It is not so much

the largest jobbers but small fry who are operating on limited capital and think they have to cut prices in order to get business in our section."

To illustrate the difficulty in maintaining net profit even with increasing sales, another Missourian chalked up a rise of 9% this year in business but his net profit was down.

A Texan had no patience with "hard time" talk. "The biggest current trade problem," he concluded, "is the conversation instead of salesmanship. Most people want to talk hard times and fishing instead of selling." His sales were up 11½%.

Lagging sales of power mowers accounted for the decline of 1% in sales for a Virginian.

Another Virginian tallied a rise in September of 40% over the same month last year. For the year he was ahead 24%.

An increase of 25% was recorded by one Birmingham, Ala., company whose president commented:

"The repair end of the auto business seems to have taken a healthy jump up in the past few months."

\$16,000

A YEAR SERVICING RADIATORS!

"My first year I took in \$12,000. My second year \$16,000!"

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TWIN FALLS, IDAHO

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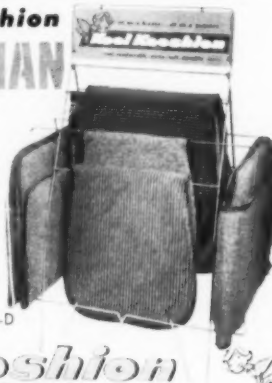
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Kool Kooshion

Kool Kooshion Mfg. Co., Dyersburg, Tenn.



It's Time We Faced Today's Facts Relating to "Selective Distribution"

By **LYMAN O. WEAVER**

President, Motor Parts & Supply Co., Inc.
Mobile, Ala.

WHILE reading an article in *The Wall Street Journal* recently regarding steps taken by several of the manufacturers of small appliances, I naturally did some wishful thinking so far as the results of application of these policies to our industry would be.

I would like to quote a few of these statements regarding "Selective Distribution," a phrase that has practically come to mean absolutely nothing to our industry today:

"The small appliance industry battling to curb the deep price cutting that followed the widespread dropping of 'fair trade' practices has come up with a new weapon, 'Selective Distribution.'

"To achieve selective distribution, appliance makers are reducing the number of wholesale distributors. Most large makers of small appliances have eliminated many distributors. Westinghouse has dropped its force of distributors by about one-third. Chicago has four now, 15 last year. Dormyer Corp. cut from 2,600 to 150.

"The *Wall Street Journal* survey indicates that the new practice already is paying off for much of the industry. Toastmaster's sales manager, S. C. Rexinger, reports his company's sales have 'spurred' in areas where the number of distributors has been reduced. Another manufacturer states, 'We're going to selective distribution because a line must be profitable to a distributor, to justify his pushing it.'

Now we in the automotive aftermarket distribution have all read numerous articles dealing with these same problems and there is still quite a division of opinion on this highly controversial matter. Let me say here and now that all the blame for the situation we find ourselves in today does not rest on the manufacturers. Certainly it is shared by both of us.

Practically all manufacturers of any appreciable size have a written policy, supposedly governing qualifications of the outlets through which their products are

channelled for distribution, but the sad thing about the matter is that as a result of over-distribution we find that both quite frequently close their eyes to these qualifications.

We know of several instances indicating that all the customer need do today to become a jobber, or even, in some instances, distributor, is paint a sign "Auto Parts" on his glass window, or hang a



Lyman O. Weaver is president of one of the largest automotive wholesale firms in Alabama. His company, with more than three dozen employees, claims to have been Mobile's largest parts house since 1940. He has had 23 years experience in the aftermarket.

1x6x6 board sign over the sidewalk and, bingo, he is pounced upon immediately, set up as a jobber or distributor.

The results are familiar to all of us. Then the trouble begins. He doesn't have the overhead of a legitimate operation and his business is a little disappointing, so he follows the natural course—price concession, etc.

I know that I'm not alone in my convictions in this matter and you can hear arguments pro and con, but I think it certainly is high time we all, manufacturers and distributors, took a second look into this serious condition, remembering that from a standpoint of fundamental economics, we must make a fair profit and that we each must depend upon the other for survival.

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R. S. Black — Kansas City
Doan Mfg. Co.
Lee Filter Corp.
C. N. Buettner — Kansas City
Acme Air Appliance Co., Inc.
Ideal Corporation
Monkey Grip Sales Co.
E. G. Craft — Kansas City
Namco, Inc.
R. O. Diekey & Co. — Kansas City
Jaycee Chemical Co.
Burt Eaton — Kansas City
Western Tool & Stamping Co.
E. H. Ebert — Kansas City
Practical Mfg. Co.
Halco, Inc. — Kansas City
Kem Mfg. Co.
G. D. Heath Co. — Kansas City
Spray Products
Charles H. Koslowsky — Kansas City
Bishman Mfg. Co.
W. A. Mosher — Kansas City
D. L. Products, Inc.
Griffin Lamp Co.
M. H. Swann, Inc. — Kansas City
Champ-Items, Inc.
Wix Corporation
Paul K. Wilcox Co. — Kansas City
Stant Mfg. Co., Inc.
Harvey Wise — Kansas City
Kool Kooshion Mfg. Co.
Don Ayd — St. Louis
Bishman Mfg. Co.
Herman H. Buegler — St. Louis
Manley Valve
Link & Chambers Sales Co. — St. Louis
Ken Tool Mfg. Co.

NORTH CAROLINA

John Cain — Charlotte
Spray Products Corp.
Bill Chaney — Charlotte
Bishman Mfg. Co.
K. O. Lee Company
T. L. Kidd Co. — Charlotte
Johnson Bronze Co.
Rich Mfg. Corp.
Kirby F. Newton — Charlotte
Kem Mfg. Co.
Ben T. Ward — Charlotte
Gumout Division
Jack-Pack Mfg. Co.
K. W. Norton's Associates — Durham
Ideal Corp.
J. B. Ruark Sales Agency — High Point
Griffin Lamp Co.

OKLAHOMA

Henry Lees & Associates — Oklahoma City
L. & S. Bearing Co.
Pridgen Sales Co. — Oklahoma City
Gumout Div.
Jim Permenter — Tulsa
Spray Products

SOUTH CAROLINA

Sam Gendil — Columbia
Felt Products Co.

TENNESSEE

Jim Rule — Knoxville
Spray Products Corp.
David Schmidt — Knoxville
Bishman Mfg. Co.
George H. Anderson — Memphis
Kool Kooshion Mfg. Co.
C. R. Cunningham — Memphis
Griffin Lamp Co.
Jan Major Co. — Memphis
Bell Company
J. B. Skinner — Memphis
Homestead Valve Mfg. Co.
Wayne Wilkins — Memphis
Carlson Mfg. Co.
McEwen Cherry Co. — Nashville
Champ-Items, Inc.
J. R. Tate — Nashville
Tungsten Contact Mfg. Co., Inc.

TEXAS

Battle & Davis Sales Co. — Dallas
Fitzgerald Mfg. Co.
F. J. Brogan — Dallas
Felt Products Co.
Monkey Grip Sales Company
B. B. Burk — Dallas
Grizzly Mfg. Co.
Monroe Auto Equipment Co.
J. S. Connell Co. — Dallas
Basic Sleeve Associates
Bingham-Herbrand Div.
Jack Pack Mfg. Co.
Manley Valve Corp.
H. M. Cree — Dallas
Breeze Corp.
Crockett-Jordan Co. — Dallas
Cole-Hersee Co.
Kem Mfg. Co.
P. H. Ebeling — Dallas
Griffin Lamp Co.
Vellumoid Co.
John D. Harvey Co. — Dallas
Western Tool & Stamping Co.
Albert Jayne — Dallas
Ken Tool Mfg. Co.
G. W. Kenney — Dallas
Homestead Valve Mfg. Co.
Lynn & Hemphill — Dallas
Jaycee Chemical Co.
Kool Kooshion Mfg. Co.
Stant Mfg. Co., Inc.
McClintock Sales Corp. — Dallas
Acme Air Appliance Co., Inc.
W. Frank Russell Co. — Dallas
Namco, Inc.
Shipp & Payne — Dallas
Doan Mfg. Co.
Practical Mfg. Co.
Vogel-Swygard Associates — Dallas
Bishman Mfg. Co.
Bradley Wayne — Dallas
Lee Filter Corp.
Automotive Sales Co. — Ft. Worth
Carlson Mfg. Co.
Neal Greenfield Sales Co. — Ft. Worth
Bell Company
Rich Mfg. Corp.
Tungsten Contact Mfg. Co., Inc.
Fritz Keller Company — Ft. Worth
Champ-Items, Inc.
D. L. Products, Inc.
John W. Lovelady — Ft. Worth
Gojer, Inc.
J. E. Seifert — Houston
Homestead Valve Mfg. Co.
Brockenbrough & Sanders — Waco
Ideal Corp.

VIRGINIA

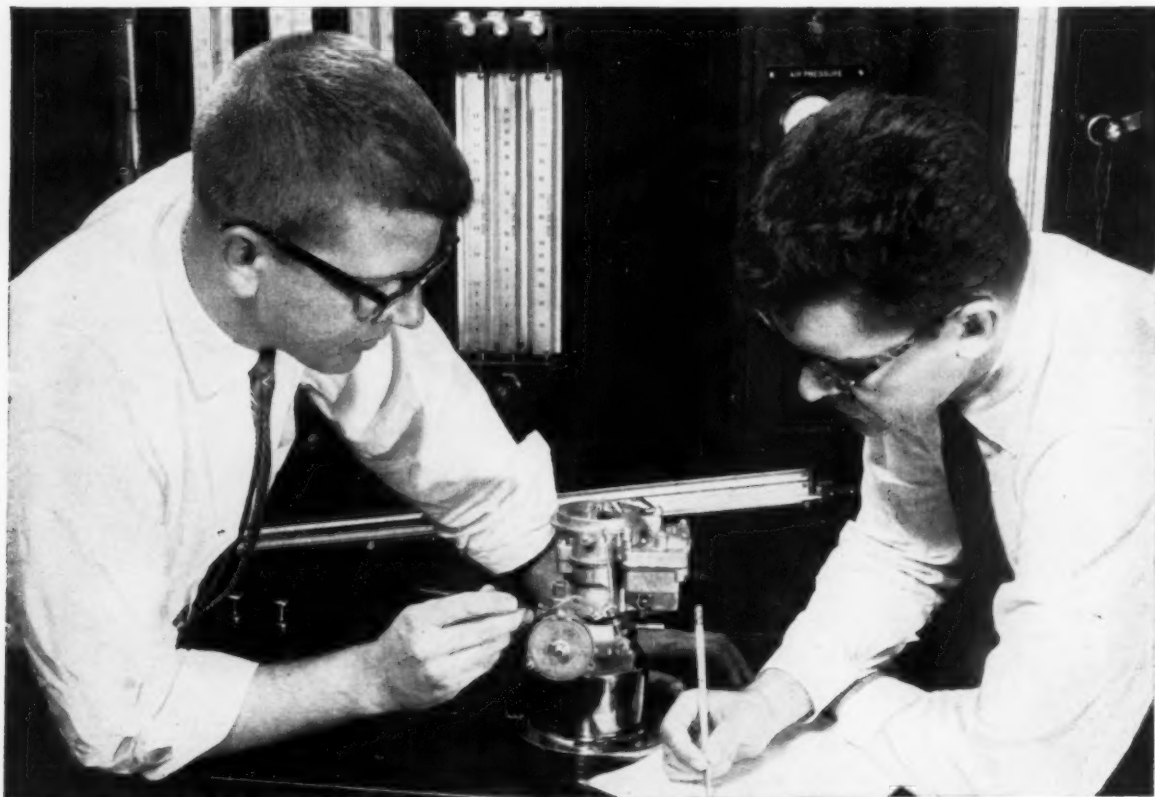
T. S. Armistead — Richmond
Homestead Valve Mfg. Co.

WEST VIRGINIA

George M. Scott — Charleston
Bishman Mfg. Co.

The man who sells
OLDSmobility in '59

has the features with new sales appeal!



**NEW TWO-STAGE AUTOMATIC CHOKE
MAKES FUEL ECONOMY NEWS...**



**Another sales exclusive
from Olds engineering!**

Good news for Olds salesmen, as Oldsmobile continues its leadership in the field of big-car fuel economy! Starting with the Econ-O-Way Carburetor, Oldsmobile has set the industry pace in fuel economy. For 1959, Olds introduces a new two-stage automatic choke that cuts choke operation by 75% . . . provides a more efficient gas-air ratio during engine warm-up! The new choke gives gas-savings of up to 25% in cold-weather, short-haul driving (where most of the driving is done before the engine is fully warmed up). Teamed with the thrifty Econ-O-Way Carburetor, it makes the Dynamic 88 the economy leader of the medium price class! A fact that's going to make plenty of sales-sense to Olds prospects . . . just one more reason why it's great to be an Oldsmobile Quality Dealer.

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN



Beveled Chrome-Vent Rings in Hastings 2C Chrome sets are covered by U. S. Patent Nos. 2148997, 2614899, 2565042, 2712971

Why gamble on ring job results? ...call for HASTINGS

Hastings Chrome-Vent oil rings are the *only* chrome oil rings that seat fast—and control oil—every time!

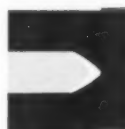
The reason is Hastings' patented, *beveled chrome* rail. With less contact area to wear-in, it seats 3 to 4 times faster than any other chrome ring. Because it makes immediate *fineline* contact with the cylinder wall, you get positive oil control right now—and for the life of the job.

And the thick chrome cap extends *around* the bevel, to give at least 3 times greater chrome wearing surface. With the lighter inner-spring, made possible by the beveled design, Chrome-Vent makes gentle, soft-pressure contact with any cylinder wall—tapered, out-of-round or re-bored.

On your next ring job, call for Hastings—the product of replacement specialists—and be sure of a good, profitable job and a satisfied customer.

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN
Hastings Ltd., Toronto
Piston Rings, Casite, Wear Reducer, Filters, Spark Plugs

Tough on oil-pumping
Gentle on cylinder walls



BEVELED CHROME-VENT

Rails make fineline contact with cylinder wall for a faster seat. Less area to wear-in means less time to break-in.



CONVENTIONAL CHROME RAIL

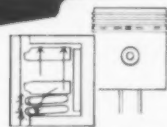
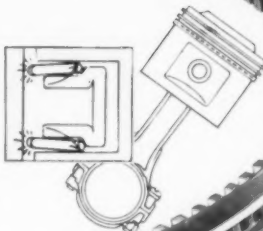
Originated by Hastings . . . now replaced by Hastings exclusive *Beveled Chrome*.

HASTINGS

Beveled Chrome-Vent
Piston Rings

***CHROME C-9 OIL RINGS with Circumferential Expansion Action**

A new high in conformability. With an average of 60 outward thrusts, C-9 adapts easily to cylinder variations and variable operating conditions, in both stop and go and high speed operations.



***CHROME SPIRO-SEAL OIL RINGS with Circumferential Expansion Action**

The RAMCO Spiro-Seal Segment works like a watch spring; gentle outward pressure lets it adjust to any taper or wear. Provides equalized pressure against cylinder wall for positive oil control.

SMART MOTORISTS WANT RAMCO RE-POWERING
for that new car power...

Of course, they don't *know* they want RAMCO rings—but *you* do.

Smart engine men know how to be DOUBLE SURE to put finest get-up-and-go (and customer satisfaction!)—into every ring job.

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You'll be DOUBLE SURE of success because only RAMCO makes TWO *circumferential expansion** oil rings

available to you—the C-9 or the Spiro-Seal. Each is chrome railed. Each comes in the 10-Up Set *specifically intended* for the engine you're working on—be it old or new.

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